

DISTRIBUTION AND WAREHOUSING



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Don't Let the Merchandise Code Drive Away Your Accounts

**Some Timely Thoughts for Both
Distributor and Warehouseman**

AMONG merchandise warehousemen the feeling was quite general that adoption of the industry's Code would mark the beginning of better profits. This belief was based on the grounds that price-cutting competitors would be compelled to quit their slashing; that published rates would be more uniformly maintained; and that payment would be received for each service rendered (instead of the flat rate, which often gave too much to the patron for what he was paying).

A similar faith that income would go up encouraged signing of all the Codes under NRA leadership. It is safe to say that everyone of the 435 Codes (to the end of June) won support of its industry as much for this reason as for all others combined.

Many of the pacts contained elaborate provisions for price fixing under such fanciful names as "open price system," "fair price," "selling only above cost," "not to sell below prices filed with the Authority," and so on. Warehouses are obliged to file with the Code Authority complete schedules of all rates and then are pledged not to deviate from them or to quote flat rates so as to conceal the price actually charged a client.

Scores of practices which the pacts ban as "unfair" are nothing but thinly disguised devices to boost prices. By an indirect method they aim to end secret allowances to favored customers; to abolish a lot of services rendered without specific compensation because they were covered in

**How Shippers Can Be Sold on
the Fallacy of "Cheap Space"**

—is here told
by H. A. HARING

a "flat" rate; in short, to force a warehouseman to charge for each thing he does for a patron.

This means nothing in the world but to raise prices. And, in writing the Code, an immense amount of jockeying and bargaining was required to get these clauses into the final draft—each warehouse was eager to penalize a competitor for what that warehouseman considered "unfair," but he was equally hot to fight against a clause which would "catch" himself.

Just as warehousemen, who were within the Code, rejoiced over the prospect of better revenues, so patrons, who were without the Code, began to look for loop-holes. Some of them had representatives at the St. Louis convention of the American Warehousemen's Association last February for no other purpose. Not only in the open meetings but in the corridors and the upstairs rooms these men listened eagerly to the faintest suggestion from this warehouseman or that one to the effect that he considered the Code burdensome. They grasped every hint for slipping a quotation under the Code's wording.

In so acting they were but doing the logical thing. Business always searches high and low for bettering the price. The individual does the same.

Before lambasting these patrons of the warehouse for "being on the job" to batter down the price, let us examine ourselves.

Have we done the same?

THE CODE AND YOUR ACCOUNTS

Distribution and Warehousing
August, 1934

YES, let's be honest.

When the warehouse garage requisitions a dozen tires for the trucks, do you telephone Firestone and Goodrich and Goodyear and insist that you get only Blue Eagle tires at full NRA price? I doubt it. More likely you go through three or four false motions over that telephone in an effort to learn the lowest price available for the tire you can use; then you wait a day or two for salesmen to call; then you receive a mail quotation from Sears & Roebuck and a hot one from a local filling station.

After spreading out on your desk all this information, do you check it first of all and principally for Code compliance? You do not. You scratch off the high prices and you order at the lowest safe price of all the quotations—"safe" meaning only that the seller is able to deliver a tire fit for the duty you demand.

Or, buying that new truck, do you insist that Federal or Mack or White or Studebaker prove to you Code compliance? Again I doubt it. Their Code makes a uniform provision of trade-in value for your old truck. All quote the same allowance. That very fact arouses your cupidity. You say to yourself: "I can get more than that; if not, I've lost my cunning." Possibly, before you finally buy, you will regale the bunch who sit about the Round Table each noon at the traffic club with such a tale as I heard recently in the Traffic Club of New York.

A member had bought two trucks. He entertained us for ten minutes with hilarious bits of the fun he had had bargaining.

"The Blank Truck salesman was damn clever," he told us. "I wanted their truck and he knew it, for we have more of them in our fleet now than any other make. But I could not budge the fellow on the trade-in."

"After a couple of interviews he came in with a contract to be signed. I told him there was 'nothing doing,' because the price was too much. Then he asked me if I would sell my fountain pen for a hundred and two dollars. It cost me two."

"I caught on. I had been arguing for a hundred on each trade-in."

"I asked him what he would give me for two pens. For just a minute that floored the fellow. He evidently thought one pen would satisfy me for two old trucks. But he was game. He bought my hat for a hundred and four dollars. And—how's this for downright cleverness and law-tight selling?—he made us deliver the pen and the hat, and we had to invoice them and they actually paid the bill with one of their regular voucher-checks."

"I got the trucks. But that salesman is safe under his Code."

Or, when your daughter cuddles against your shoulder as you enjoy your arm chair at home, do you quiz her about NRA factory conditions when she says:

"Daddy, they've got the cutest dresses at Department & Company for ten seventy-eight. One of them fits me like a glove! I had the clerk hold it till

tomorrow—after I could ask you. And there's a pair of the darlings to match. Only four dollars, too. . . . Oh, Daddy, you're a dear! I knew you'd say 'O. K.' All the girls say you're the nicest man on the whole street."

Yes, we all love the cut price. When we buy!

Most curiously, the moment we turn seller, we yell out hard names at the man who bargains for a lower price. Once he was "hard boiled." Before that, our fathers called him a "horse trader" or "skinfint"; our grandfathers knew him as a "shylock." We, using the parlance of the New Deal, damn him under the word "chiseler." Having called him that, we can say nothing worse.

Do not take this as a jest. It is serious business—this chiseling.

On one side of the business transaction, we are highly ethical and scrupulously firm for the Code. That is, when we sell. We denounce a competitor who stoops the tiniest bit from Code compliance. We have utmost contempt for the buyer who bargains and goes through all the obvious delays of placing his order—waiting for some seller to "break the price." He knows, and you know, why he delays. We hate his ways and we hate him with righteous indignation.

On the other side of trading, we jump to quite a different way of thinking. That is, when we buy. When the seller defends his firm price by mentioning his Code, we see red. And, in this Second Year of the New Deal, nothing in the world makes us quite so mad as for the clerk in a retail store to mumble those words: "The price went up on account of the NRA." Mention of Code or NRA, by the seller when we are buying, is an invitation to fight for a lower price. If a salesman calls at your office, you turn loose all the tricks you know to batter down his quotation; if you are buying at retail, up goes your chin and you stalk out of the place to try the next door, where perhaps "cut rate" is pasted across the window and the Blue Eagle has disappeared.

Now, remembering how we love the cut price, it does no good to get angry when the patron of a warehouse tries for lower rates.

Warehouse Patrons Doing It

HARDLY had the Code gone into effect in February before warehouses reported the loss of accounts.

First to take shape were the "consignment sellers" of goods. Their Codes forbade consignment sales. Many of them, in error and misunderstanding, thought "consignment" and "warehoused" meant the same thing. They withdrew warehoused stocks in the belief that they are identical with consigned stocks, as was explained to considerable length in the April issue of *Distribution and Warehousing*.

Shortly, however, warehousemen reported the loss of other accounts. One of the most extreme instances, which comes to us in a letter, makes this statement:

"The matter of the Code having been put into effect has worked a considerable hardship against us, because we have lost about two-thirds of our merchandise accounts, they having moved to warehouse space they individually leased. There are a number of vacant warehouse buildings in our city and rentals can be secured at a low figure."

Such a condition is startling. It is alarming, too, to be told that "about two-thirds" of the merchandise accounts have quit a warehouse. Especially, with occupancy having gone steadily up for ten or eleven months, is it disturbing to find such a down-slide for any warehouse.

Nor is this an isolated instance.

Another, who queerly enough does business in that same State, writes:

"We have been losing accounts steadily since the Code struck us. They give a lot of excuses. But they go out. . . . Most of them are renting empty space and putting in a man of their own; with three paying local jobbers to do their warehousing."

A third, who has always been strong for association membership and for cooperation within the industry, in a lengthy letter says this among other things:

"Every case where we have tried to put into effect 'special' charges for 'special services' the way they are defined in the Code has given us trouble. The traffic managers fight us back, threatening to go out of our house if we raise the rate.

"Our rule was to name flat rates. The rate included everything, and most of them were figured to include the things now called 'special.' Even when we try to show a customer that the new rates will not cost them more than they have been paying, we get a yell.

"We have quit trying. I know we are breaking the Code—I mean the intention—and if they call me I'll not deny it. But we have gone back to our old rates. For most accounts, you understand. The rates are fair. No cutting.

"We had to do it or be ruined. The town is lousy with empty places and the other warehouses are hungry for business."

Yet another told me something of this sort:

"Two accounts dropped out after the Code came. Others queried us about change in the rate. Some of them hinted pretty strongly in their letters that upping our rate would drive them away, and, of course, anyone could understand how they would look at it.

"We have been firm in following the Code, but, like everybody else, I guess, some of our going quotations had to be raised. I have been careful and cautious. Every case I have handled myself and I have let only a few come to a head at one time, so's not to be caught too busy to jump the train to call on any account that looked like a fade-away."

THE CODE AND YOUR ACCOUNTS

"Only one has quit us, after the first two. I've held the others, but it's been tough work."

"Arguing did not turn the trick. The traffic managers were just deaf to all the NRA stuff. Most of them didn't even grin. They scowled and told me it wouldn't go with them. But if an argument went flat I found that their own pocketbooks were still the same old soft spot."

"For everyone I tried to lay down figures they knew did not lie to show them how they'd lose money to go out of our house. You can believe I left the figures there when I walked out."

"A warehousing rate is like the advertised price of an automobile. You see an ad of a car for \$645, and you jump at the price. The catch is that you can't buy for that price, even if you show up at the factory in Detroit. There's freight—and every cent of it may be 'constructive freight' and nothing else—and there's conditioning, and greasing, and inspecting, and all the accessories you must have to drive the car. When a local salesman talks of a thousand dollars, for a competing make, you want to laugh at him but, after you have fallen for the \$645 price and come to pay for what you can't get along without having, you usually find yourself out of pocket about a thousand and ten dollars."

"A lot of this empty space is nothing but a 'come-on.' Some warehouse quotations, too."

"I don't think for a single minute that the traffic manager is a fool. He knows all the catches of empty space. He knows they cannot operate for themselves as cheaply as they can buy from us."

"But he's in a tight place. His job sometimes is in the balance. He grabs at the low-priced space, not exactly deceiving himself but not taking time to figure up all the 'extras' that'll follow."

"I go right to bat with them. I see to it that the financial management of his company knows the whole story of total cost. You know the result. The account stays with us, because I prove to them it will cost them less by the end of the year."

Several times during this conversation the warehouseman would slip in this confession: "But it's hard work." And, before he ended, he added this:

"Holding these accounts is about the toughest job I ever tackled. I have done nothing else for four months and am nowhere near the end of our accounts. I haven't had an hour to think about new volume and the only new accounts we've got have knocked at the door of their own accord."

Well he knows, however, that an old account saved under present conditions is better than two new pages headed up on the warehouse's ledger.

What Lies Ahead?

WAREHOUSEMEN and distributors alike are aroused over the new condition.

A warehouseman is alarmed over the possibility of losing accounts. Anyone bemoans the closing out of an account on the books.

Distributors, too, tell me they are in a quandary. Pressure from higher executives forbids a traffic manager making any agreement at a higher price, unless he satisfies the financial department that the change is justified.

Traffic managers find it simpler to cancel a warehousing connection and bring in for signing a contract which, on its face, will lower costs. It is not necessary, at the time, for them to show that another department of the company will be loaded with two more employees hundreds of miles from home; or that trucking costs will in the future come as a separate item of expense each month; or that the district sales office will shortly need another clerk; or that loss and damage will jump to four times what it was; or that pilferage will rob the company.

Those nasty items he willingly overlooks, in his recommendation of a new warehousing arrangement that looks like a saving of 20 per cent.

None the less, as I have said, these distributors are perplexed. They are wondering how far they may go with safety. They are testing out the warehouses to find how seriously they are asking higher rates, or where the level is of lowest rates; or, frankly, how much they can chisel off of the present quotation (under Code schedules). Many of them are watching, and waiting. A lot of them are bluffing. Two of them have told me the following, both in nearly the same words:

"It's our chance to show the warehouses we mean business. We are taking out our goods and operating for ourselves. They'll be crazy to get us back. Then we'll know what their rock bottom rates really are."

Also, though neither mentioned it, they will learn what it costs to operate for themselves.

When I thrust this question at them, both confessed at once that they had thought of it. One told me:

"I don't want to think of it. We've tried it a hundred times and always the same; it costs more, but we're always hoping to lick the costs and find a cheaper way to do for ourselves."

The other said:

"We've never had a warehouse stock of our own. These five (stocks withdrawn from public warehouses recently) will be a testing for us. Maybe we'll prove one thing, maybe the other. We do not know now but by December 31st we will."

"If we do return to those five warehouses, our management will know better than before how to make the contract. It's like changing the baby's formula. You learn a lot, but you keep changing until you hit the thing that works."

The distributor, quite as keenly as the warehouseman, is uncertain about what lies ahead. They ask such questions as these:

"Is the merchandise Code driving accounts away from the public warehouses throughout the country generally?"

"Is this condition growing?"

"If it is growing, is it likely to become a permanent practice in the distribution of goods?"

"What must the warehouseman do, in evidence and argument, to off-set this tendency?"

"What can the Code Authority do to repair the damage caused by its Code?"

"What will shippers discover, in the end, as to the cost of handling their goods? Will it be less expensive, or more? Will it present risks and dangers to profits such as do not exist when distributing through warehouses?"

In searching for answers to these questions we may, possibly, get a glimpse into the future such as will guide business decisions for the immediate present.

No One Can Monopolize

ONE feature of the warehousing industry is that it is not a monopoly. It has never been such and is not likely to develop into that condition.

A few States have attempted to require certificates of convenience and necessity from new concerns, with a purpose to restrain senseless over-building and needless competition. Only a few have such laws. Even these have never been really tested by the Courts.

Early drafts of the NRA pact contained provisions of the same sort, the idea being that the Code Authority should prevent new enterprises whose only result would be to disrupt existing conditions. All these clauses were lost long before the document was formulated in a final shape; as, indeed, they were with other industries.

Speaking in a general way, then, the warehousing industry is easy to enter. By leasing a building, anyone can set himself up as a warehouseman who commands a few thousand dollars. He must, in order to earn anything from the venture, have character and financial integrity. He must understand the business. Yet, as every city proves only too abundantly, millions are not required to enter the business.

The past ten years have witnessed altogether too many attempts—by real estate promoters, by security houses, by construction companies, by loft owners, by railroad and terminal companies, by port authorities, not to mention individuals who have visualized a pile of easy earnings with small investment. Every vacant loft building and every empty factory has seemed always to catch the eye of some hopeful man, who dreamed dreams of turning nothing into quick riches.

Every city has an overhang of surplus warehousing space, either actually with a sign out or as an undeveloped possibility. No thought is more commonly uttered by warehousemen as I meet them than this: "Our city has too much warehouse capacity." It has; much as it has too much factory capacity, and retailing capacity, and hotel

capacity, and residence capacity. All America is over-built and over-developed—not for the future, but for the present as business volume today exists.

Then, in addition to this lack of any monopoly in the industry, warehousing has always faced another possibility.

The patron can always operate storage for himself. Large concerns erect their own buildings; others acquire space by long leases; still others become enmeshed by traffic "deals" which oblige them to warehouse for themselves in certain terminal buildings. Small concerns operate all types of private storing either as a part of their sales agency or by leasing space in other buildings.

The warehouse is not, therefore, a monopoly. It can not be.

For a patron to quit the public warehouse and set up for himself is, accordingly, not a new development. Just now, when depression has given us all a taste of business jitters, an instance of this sort looks doubly bad. But it is exactly what has been happening for forty years. The warehouseman who loses an account, feels discouraged; the distributor who sets up for himself, has the thrill of doing something new. Both are mistaken. Other "accounts," to the number of many thousands, have done the identical thing.

Is This Condition Growing?

To this question I believe the correct answer is: "No."

Many accounts are quitting the warehouses. Of this I have not a doubt. I have, in fact, already quoted several instances which prove the point. I know, of course, of others; and there must be many not coming to my attention.

In some cities, and with some warehouses, the Code seems to have done great damage. One is staggered by the warehouseman's statement, quoted already, who lost "about two-thirds" of his merchandise accounts.

With some of these accounts the Code has merely furnished a convenient pretext for what some patrons would have done anyway. Accounts, for four years, have been slipping away. The Code, with its suggestion of paying higher rates, offered the "last straw" of argument for going out. Waves of this sort of "divorce" surge up and down the country, even in the most prosperous of times. What is now occurring is not new.

I may be greatly mistaken in what I am about to say. Yet I believe it is the truth that the bulk of these "quitting" accounts occur in cities where warehousing rates have been too low. Competition among established warehouses, added to an overhang of vacant space, had undermined any profitable rate, and the first effort to boost rates has hurt the better houses. They are losing accounts.

It is my observation, and the best information I can gather, that for three or four years, in these cities, rates have gone down and down. Today they are ridiculously low—much lower than in other cities. During these years of de-

pression, warehouse over-capacity has been so great that warehouses have under-cut each other. A few fly-by-nighters somewhere along a railroad siding have "gone one better" so often that legitimate houses have been taking business at ruinous rates. Always, too, empty buildings were popping up with a threat to launch out as a "public warehouse" or be taken over privately by some important distributor. Thus the bottom would be once more knocked out of the going rate.

Along came the Code in February.

Warehouses then published their rates by filing them with the Code Authority. These rates were so far above existing contracts that patrons made no effort to conclude a new agreement. They threw up their chins and blew out their chests and struck out for themselves.

The same thing has happened before. Following the war, many cities faced the same condition. Space was everywhere lying idle. Have you forgotten all the Army Bases that turned "warehousemen"? And all the breweries that became "public cold storages" when Prohibition arrived in 1919?

The present condition is no worse than it was then. Over-capacity of warehouse space strikes here this year and there next, but it is not a new thing to the industry. Just now, to those who suffer, it may look terrible. It certainly is.

But, to the best of my observation, the condition is NOT growing throughout the country.

Is It Likely to Become Permanent?

To this question the answer is: "Yes."

The reasons have already been hinted.

Over-capacity has been a continuous threat to the industry since 1919 or 1920. The decade of the "twenties" saw terminal projects and vast warehouses built, far beyond the needs of another ten years. In the meantime, unnumbered vacant lofts and empty factories have been converted into warehouses either in name or in fancy.

And, at the same time, many and many a "big account" has grown yet bigger and is today so large that it can afford to warehouse for itself.

Warehousing has always been losing its "best accounts." When a patron handles in any market so large a volume as to justify a warehouse staff of its own, and when its volume throughout the twelve months becomes so stabilized as to run smoothly at a given level, that patron finds it profitable to warehouse for himself. And, naturally, the warehouses bemoan the loss of the account.

Over-capacity and the melting away of the "best accounts" are permanent conditions of merchandise warehousing. They have been in the past; are now; and probably will continue so to be. Therefore, the continual loss of accounts which quit the public warehouse is to be expected.

What Can the Warehouseman Do?

My answer would be: "A lot." We have quoted at some length what one alert warehouseman has done to retain his customers. His straightforward thrust at the patron's pocket-book is filled with suggestions for others. He did not argue very much. He did sneak in a sharp sword at the patron's self-interest; that is, the patron's cost of distributing goods.

A warehouseman can make a powerful appeal to a storeroom who debates quitting by enumerating the "services" the warehouse offers and which the patron accepts without much thought. Each of those "special" services, as listed in the Code, should be elaborated until they give a horrible nightmare to the would-be private storeroom. No private storage—not even the best—can hope to accumulate the wide experience and the many local contacts of the public warehouseman. The patron forgets these benefits, because they are his as a part of the quoted rate. Make him see them, before he jumps out for himself. Make him figure out in dollars what it will cost to do this for himself and to hire that done by some outsider.

Warehousemen themselves have observed, for five or six years, that total bulks in storage get regularly less. No longer does the industry think of carloads. It seldom mentions "less-than-carload" because there is nothing else. Everything, as a matter of course today, is less than a carload.

Remind the distributor of this fact.

His own records will bear you out. Demonstrate to him, from his own account with your house, that bulk in store is less and less.

Then prove the other side of the matter—namely, that his turnover is faster and that his lots are smaller. His warehouse account was a "storage" matter. The warehouse earned its money by charging for storing the goods. It could absorb minor items because storage was of consequence. Today, however, what he pays you for storing the goods falls short of your costs. Handling and delivering and a dozen "special services" are the big item of expense to the warehouse, due to the change from vast bulk of goods to numberless tiny lots.

From this as a foundation, prove, with your pencil, that the quoted rate for storing has ceased to be a guide for total costs of warehousing his goods. The "services" cost the money.

For him to be led astray by cheap space is utterly foolish. What he pays for rent is only the beginning of what his private warehousing will cost.

Warehousing costs, for private operation, must take into consideration all these factors:

1. Rent (or the equivalent if property is owned).
2. Taxes.
3. Local licenses, permits, State fees and licenses, "tribute" to racketeers and politicians.
4. Salaries to warehouse staff.
5. Light, heat, water, etc.
6. Insurance protection.
7. Employers' liability insurance, industrial compensation, etc.

8. Refrigeration.
9. Depreciation of equipment.
10. Packing materials, especially where bulk lots are broken down and repacked as small lots.
11. Cost of trucking equipment.
12. Garage and garage equipment.
13. Wages of truckmen, garage men, etc.
14. Depreciation, repairs, etc., for trucks.
15. Operating costs of trucks.
16. Insurance, licenses, etc., for trucks.
17. Cost of administering the warehouse—
 - (a) Home office.
 - (b) Local expenses.
18. Spoilage, tare, breakage, pilferage, dishonesty, etc. (most of which, with public warehousing, are borne by the warehouse).
19. Miscellaneous.

Private storers seem always to over look that the salary and wage payroll never ends. It does not go smoothly up and nicely down, parallel to volume handled, as it does when goods pass through the public warehouse. This item is the ruination of most private storing—until of course the volume is sufficient to give even flow of goods through the twelve months of the year.

The warehouseman who wishes to fight for his accounts should get the facts, tabulate them into convincing form, and compel the would-be quitter to face them before, not after, he withdraws his account.

Inevitably, as we have seen, accounts will go out. But, if they go out because of the Code, the warehouseman is at fault unless he compels a show-down of costs comparing the one method with the other.

What of the Code Authority?

THIS much is certain: if you suffer in silence, your Code Authority will do little. They will know nothing about your troubles.

If the patron falls for one of the "fake" warehouses, as described in the June *Distribution and Warehousing*, report the facts quickly to the Code Authority. They will see to it that the "fake" either qualifies as a warehouseman or closes up his shop. If he qualifies, he will not be able to charge less than you do; if he quits, you have rid your city of one more business wart.

Remember what the Code Authority has already done in the principal eastern cities to eliminate unfair competition from railroad-owned warehouses. The pages of this publication have told the story month by month. You will find their minds are full of plans to carry on aggressively against other parasites of warehousing—to the end that fairness only shall prevail.

I have no right to speak for your Code Authority. But, do you not believe, as I do, that they have the best interests of the industry in mind? Don't you believe they wish to correct wrong conditions? Of course you do.

How can they, unless they know the facts? They can't.

Therefore, your duty is plain and

clear. Report to the Code Authority, either at headquarters or through the district member nearest you. I do not know what action they will take, but I should rest assured that no member of the industry will be permitted to suffer unjustly. If the Code is to blame for your losing accounts, and if no other complication is responsible, you may look to the Code for help.

It will probably result, however, that "other complications" will be discovered. In the few instances I have known to be investigated with other Codes it has been found that complaint about "NRA" or the "Code" was merely a blind. "Other reasons" were the real causes, more times than not.

Should this prove to be true with your case, you then know why the account has gone out and you can act accordingly.

What Will Shippers Discover?

I DO not know the answer. My "guess" would be a straddle: some will save money and never return to your warehouse; others will be tickled pink to come back. This conclusion is not because I love indecision but rather because I believe some will find favorable and others unfavorable results.

They will learn a world of things, now unsuspected, about the risks and dangers of operating for themselves.

All moral standards have slipped these years. Never was petty thievery and pilferage so great a problem as today. Some of them will learn, to their surprise, that the public warehouse guards their goods against moral hazards far better than they can themselves.

They will learn, too, that small deliveries are more costly than they had supposed.

They will discover that supervision of a warehouse is costly, and that the professional warehouseman has accumulated valuable experience without cost to the customer.

When they operate for themselves they will pay for everything—if not from month to month, then at the end of the year when a balance is struck.

A bird lays eggs, incubates them, then works eighteen hours a day for two weeks to feed the nestlings. Some fine morning the little ones make a great clatter and fly the nest. But—only the strong ones get away. Their weak fellow-nestlings tumble to death within the first ten feet of flight; others make a meal for the nearest cat or red squirrel.

A warehouseman coddles an account for years. Often it threatens to fly the nest. Some of them do. The big ones are certain to do this in the end, and operate for themselves. But—if there is anything to be learned from warehousing—this is true:

For the vast majority of distributors, doing business in the United States, no agency has been equal to the public merchandise warehouse in cutting the cost of distributing goods.

Here and there an individual concern can afford to operate for itself. They

are, however, few in numbers. They enjoy peculiar advantages in product and market.

The most remarkable thing of all is this: even the successful private storers maintain their own operations only in a few centers; elsewhere they, too, patronize the public warehouses. I think it is true that the twenty "best accounts" of our warehouses are concerns which, in a few selected cities, also operate for themselves. They know, however, that favoring conditions do not exist everywhere, and, except in chosen markets, they do the less costly thing. They gladly hover beneath the roof of some public warehouse.

NRA Still Studying Problem of Truck Code Exemptions

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

WITH the question of whether exemption of individual truck operators from the wages and hours provision of their Code is advisable already before NRA, the same issue is projected for the Administration's study by an application filed by Bonded Transit Company, Dallas.

Deputy Administrator E. E. Hughes and his aides are trying to formulate a general policy to be applied in the case of a group of operators in and near Newark, N. J., and in a case involving a Georgia concern. Each has asked relief from the labor provisions, but public hearings have indicated that if favorable action is taken, many others will apply for like exemption. In the Georgia case it was stated frankly that all other operators in the State intend to apply, while employees stressed that phase of the subject when the New Jersey petition was up for consideration.

Deputy Hughes fixed July 31 as the last day for filing objections to the Dallas petition. If substantial opposition develops, a public hearing will be called; otherwise NRA will act without taking oral testimony.

—James J. Butler.

Industry Authority in Wisconsin Seeks Prosecution of Rate Cutters

PROSECUTION of several Milwaukee moving companies allegedly violating the State code has been recommended by the movers' and warehousemen's State Code Authority, W. A. Erasmus, vice-chairman, has announced.

Certain companies, he declared, were "chiseling" by cutting under the State Code rates. The Code Authority is collecting evidence and turning it over to James E. Finnegan, attorney general, at Madison, for "such action as the Wisconsin Recovery Act prescribes," Erasmus stated.

All Milwaukee merchandise warehousing firms, with the exception of one or two, are filing identical tariff rates, according to R. O. Wipperman, secretary of the State Code Authority.



Acme Photo

In the heart of San Francisco's strike zone—a group of California National Guardsmen, with machine gun emplacement, trying to preserve law and order near one of the buildings of the Haslett Warehouse Co.

Coast Warehousing Fights the Strike Situation

Operators Experience Business Losses

TELEGRAMS received by *Distribution and Warehousing* on July 20 from warehouse executives in San Francisco, Portland and Seattle describe graphically the serious conditions which had prevailed at the three Pacific Coast ports for two months because of the longshoremen's strike followed by walk-outs by teamsters and warehouse employees generally.

Conditions appeared brighter, at least in San Francisco, where warehouse employees had returned to their jobs after having been out about ten days, and prospects for settlement of the labor troubles seemed definite.

The eye-witness accounts sent by the warehouse operators make it apparent that the industry passed through a siege of stress and business losses.

Many of the storage buildings were in the heart of the strike zones and under protection by police and the National Guard.

State troops guarded trucks transporting merchandise from steamship docks to warehouses.

Storage buildings were picketed by strikers. Employers were threatened with violence.

FROM Leon A. Bailey, San Francisco, secretary of the California Warehousemen's Association:

"The longshoremen on San Francisco waterfront walked out May 9th. Because their union was dominated by radical element their grievances could not reach arbitration.

"Teamsters' union promptly agreed not to haul goods to or from docks.

At times the merchandise warehouse business was at a standstill.

From July 12 up to the date of the receipt of the telegrams not a household goods storage plant in San Francisco and Oakland was open for business.

Decline in merchandise storage volume was about 50 per cent in San Francisco. Portland's merchandise operators' gross volume fell off 33 1/3 to 50 per cent, and drayage dropped 50 per cent. In Seattle the merchandise storage business was demoralized because of diversion of water shipments to other ports and because manufacturers were hesitant about replenishing warehouse stocks on account of decreased purchasing power.

That Communism was at the root of much of the labor trouble is the theme of two of the telegrams sent by the warehouse executives. Opinion was expressed that warehousemen and the public generally must fight this type of radicalism and "not pass it off with a shrug" and that seaports elsewhere could profit by the costly experience of the people and business interests of the Coast cities.

Following are the texts of the telegrams sent to *Distribution and Warehousing*:

"Over half the police force used in giving twenty-four hour waterfront protection to assist local freight movement over docks. Freight cars were given local switching service to and from warehouses. Unloading these cars created threats and intimidation. Police protection was good but incomplete.

"Decline in warehouse volume approximated 50 per cent.

"Considerable part warehouse labor became organized. Some men refused to handle hot freight. They were replaced with costly and inexperienced labor.

"Waterfront picketing at warehouses was thorough. To great extent they stopped drayage of hot freight from warehouses.

"Last week [week of July 9] all teamsters walked out on sympathy strike over

objections by union executives. There then followed walk-out by all other unions, involving over 45,000 workers.

"All business, including warehousing, was momentarily at standstill.

"Some three weeks ago State National Guard replaced police on waterfront. With general strike threatening food supply, National Guard force increased and barricade lines moved back from waterfront into contiguous wholesale district, blanketing in most of our warehouses.

"Prior to general strike, Industrial Association under admirable police protection proceeded to dray freight from waterfront to its own emergency warehouse, precipitating all-day riot between

THE STRIKE SITUATION

police and longshoremen, but the pickets' blockade was thereby broken and such drayage proceeded daily on increasing scale.

"With increase of National Guard protection, drayage from all piers to warehouses successfully undertaken.

"Warehouse workers in nearly all instances walked out but their replacement by enhancely paid workers was punctual to meet the exigency.

"Warehouse handling rates had to be surcharged under special permission. Railroad Commission said surcharge will be abrogated soon as strike conditions cease.

"Today [July 19] the general strike appears definitely broken. The Commu-

nists are in jail or on the run. The unions and the police have demolished their meeting places.

"Rather expect teamsters and warehouse workers completely return to work tomorrow, July 20. Reliable rumor says they will even handle freight to and from docks.

"Seaports elsewhere can profit from our costly experience by insisting on local governments wiping out radical meeting places, with employers weeding out undesirable thin-skinned rascals who seek labor disturbance from insidious efforts to displace real full-blooded Americanism with destructive self-serving Communism.

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Warehouse Labor in Minnesota Remains Loyal During Disturbances Held to Be of Communist Origin

THAT the strike situation in Minnesota's Twin Cities has been relatively less devastating to warehousing operations than on the Pacific Coast is indicated in telegrams received by *Distribution and Warehousing* on July 24 from storage executives in Minneapolis and St. Paul.

While movement of goods in and out of warehouses has been virtually paralyzed, the warehouse employees have remained loyal notwithstanding union claims that the employees are union men. Cartage revenue depleted to almost nothing.

As reported from the Coast, the labor troubles appear to have been caused from Communist agitators.

John P. Feuling, president, Central Warehouse Co., St. Paul, and vice-chairman of the Merchandise Warehousing Trade Code Authority, said the drivers' strike had had no serious effect on St. Paul warehousing but "has affected Minneapolis warehousemen on account of diverted shipments," and "express cartage revenue affected on account of no deliveries except food to hospitals with police protection." Industries were being picketed, mostly by unemployed and agitators, he reported, but "no trouble with warehouse workers and believe most drivers would prefer returning to work, as strike is opposed by federation."

Paul W. Frenzel, vice-president of the Minneapolis Terminal Warehouse Co. and of the St. Paul Terminal Warehouse Company, wired:

"Present strike of truck drivers in Minneapolis enters its second week today [July 24]. First strike, in May, resulted in complete stoppage of trucks and teaming operations for period of two weeks. Present strike completely ties up all truck movements in city, making delivery from warehouses via any means of transportation impossible.

"Scene of May rioting was the public market on fringe of warehouse district. Present strike centers in heart of warehouse district, trucks attempting to move from wholesale grocers' docks there.

With truck transportation paralyzed and all business badly crippled, losses resulting from strike will always be conjectural.

"Loss of storage revenue can't be estimated but cartage revenue is nil.

"Large volumes of merchandise all descriptions being shipped into city via express.

"Present walkout involves truck drivers in Minneapolis only.

"Union claims to represent inside workers as well as truck drivers but warehouse labor has remained on job.

"St. Paul warehousing and cartage firms also affected because business of two cities so closely interrelated.

"With views of employers' committee and strikers still far apart, date of settlement cannot be foretold."

Oliver T. Skellet, president of the Skellet Company, Minneapolis, and of the Ballard Storage & Transfer Co., St. Paul, telegraphed:

"Regarding strike and storage operation in Minneapolis, no goods going in or out. Not operating any trucks. Only goods being moved are foodstuffs.

"No violence or picketing at warehouses. Has been some violence in connection with the movement of foodstuffs. Police convoys furnished on request.

"Warehouse labor working. Also nonunion truckmen are working in the warehouse.

"We are taking storage orders contingent upon strike settlement inasmuch as no goods can move out of warehouse.

"Total amount of storage not much affected. Present storage income below last year. Incoming lots seem to show signs of improvement."

Fred S. Kedney, president of the Kedney Warehouse Co., operating in both Minneapolis and St. Paul, wired that the truck drivers' strike in the former city "ties up all commercial trucking except milk, beer and ice." Further:

"No warehouse trucks moving, and especially harmful to household goods companies. Merchandise houses carrying on limited rail business."

"Strikers controlled by Communists and majority of good drivers not in sympathy.

"Vicious picketing, property destruction, and killing of two policemen.

"Food trucks moving under police convoy one of which was attacked next door to our warehouse July 20 in full view of writer. Police after giving warning fired into mob, killing one and injuring about 40, three seriously. Troops called out and 4,000 mobilized in Minneapolis.

"Farmer-labor governor in sympathy with strikers, making it very difficult to settle. Strikers will not listen to compromise, insisting on closed shop agreements, which employers will never concede.

"Union claims every warehouse employee in its membership but are making no headway in that direction. Most warehouses in city report nearly 100 per cent of warehouse employees reporting for work regularly.

"Union making desperate effort to call general strike but without success. Public becoming aware that strike is Communist-promoted and we hope to accomplish what was done in San Francisco drive—every Communist out of our country or into jails."

That radicalism is behind the Minneapolis strike is the opinion also of Joseph R. Cochran, president of the Cameron Transfer & Storage Co., Minneapolis. Quoting from his telegram:

"All warehouse business practically shut down. Only trucking done under heavy police convoy.

"This strike is not merely a dispute between employers and employees and affecting only them. It is a concerted attempt by Communists against the employer, the employed worker and the public to break down our system of Government.

"Only about 17 per cent of truck drivers in city are on strike. Commercial warehouse labor not out but all warehouses are under police protection. All business at a standstill."

Coast Warehousing Fights the Strike Situation

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"From this day forward we look ahead with confidence."

From Herbert B. Holt, secretary of the Bekins Van & Storage Co., San Francisco, and western vice-president of the National Furniture Warehousemen's Association:

"All household goods warehouses in San Francisco and Oakland have been shut down since July 12th and all removals have been at a standstill as a result of the general strike which began that day with a teamsters' strike and rapidly spread to all other trades.

"The presence of National Guard troops has prevented rioting, and food and other necessities have been brought in under convoy.

"Current opinion lays blame for situation on radical elements which have temporarily secured control of unions, in many cases directly as a result of Communist efforts.

"Conservative labor leaders are regaining control, with indications that business will be back to normal by July 20.

"Trouble is ahead for many other sections of the country unless these Communistic groups are stamped out, and warehousemen as well as all other public spirited citizens must face this problem and not pass it off with a shrug if our present Government and conditions of living are to endure.

"This is every man's problem, and the Government must know that it has the support of all loyal citizens."

From S. M. Haslett, president of the Haslett Warehouse Co., San Francisco, and a past president of the California Warehousemen's Association:

"At beginning of stevedores' strike, teamsters refused to handle 'hot freight,' meaning merchandise from or to docks.

"Only possible movement of water freight was by cars, and warehouses handling hot cars were picketed by large crowds of strikers who threatened employees and buildings.

"Work on exposed tracks impossible, although some cars were unloading inside buildings.

"Since riot resulting from forced opening of port, warehousemen and draymen agreed to handle all cargo, using strike-breakers which became necessary after general strike, all warehouse employees going out.

"Last few days [this telegram is dated July 19] military lines been extended from waterfront to include practically all warehouses.

"Paying 85 cents an hour for strike-breakers, whose inefficiency doubles costs. Railroad Commission authorized double handling rates for emergency.

"Effect of strike, loss of cargo diverted to other ports, but some storage gained which could not be handled by private buildings.

"Importance of warehousing realized by community, as effort of Industrial As-

sociation, which managed strike-breaking attempt, was almost entirely to move freight from docks to warehouses, which required use of practically all police and eventually State militia.

"Today strike practically over. Teamsters returning to work, agreeing to handle hot freight, and stevedores cannot win without their help."

From Henry F. Hiller, president of the San Francisco Warehouse Co.:

"Stevedores' strike started early in May paralyzed business on the Pacific Coast.

"Warehouses played an important part in distributing what merchandise was able to be moved from steamship docks, they being in a position to use railroad cars to their sidings to transport small amount of merchandise.

"Steamship companies were able to unload and redistribute to the various channels of trade.

"Longshoremen perfected a very efficient system of picketing, finally making even this method of handling freight impossible.

"On July 12th all union teamsters went on sympathy strike. Gov. Merriam called the National Guard to augment the splendid police protection already afforded.

"With combined efforts of police and National Guard it was possible to use trucks for hauling from docks to warehouses with non-union drivers.

"General strike declared on the 16th collapsed today [July 19] and all workers except stevedores return to work tomorrow on basis as prior to strike, allowing business to function on normal basis."

From A. T. Gibson, president of the Lawrence Warehouse Company, San Francisco:

"As I have been spending the last few days barricaded on a dock running our water transportation companies, which are still [July 20] on strike, answer to your letter was delayed.

"Today teamsters who refused to handle any freight to or from docks are taking vote on whether they will or not at both San Francisco and Oakland.

"Conditions are in exactly same mess today as they were before the inception of general strike.

"Am having a lot of fun."

From Manning Warehouse & Transfer Co., Portland:

"All warehouse stocks in Portland have been gradually depleted until average on hand now less than 50 per cent.

"No freight has been hauled to or from steamship docks in about ten weeks, which represents a loss of about 50 per cent in cartage.

"Rail shipments are possible but with a general strike pending that also will be out of the question and all business will stop if such a strike is called. Even though general strike is not called, the stoppage of steamship service is a seri-

ous blow to Oregon and to the warehouse industry as well as to all other lines of business.

"We cannot stress too forcibly the fact that our industry is facing ruination if strike is not called off soon.

"Thousands of tons of fruit, grain, canned goods, wool and various other commodities are at a standstill with no chance of a market and no chance for the warehousemen to participate in the handling of these commodities which are essential to their existence.

"National Guard called into action today [July 20], which may result in state of revolution at any time as the strikers and sympathizers are in a savage mood."

From Donald G. Bates, president of the Oregon Transfer Co., Portland, and president of the Oregon State Warehousemen's Association:

"Longshoremen's strike on Pacific Coast has done warehousing industry untold amount of damage.

"When strike was called, all shipments in vessels not unloaded and all shipments en route to Pacific Coast points by steamship were not permitted to be delivered to consignees.

"During first few days of strike certain permits were granted in Portland and Seattle for certain cargo to be removed from docks to warehouses.

"Shippers could not determine whether they could get their shipments released or not, so that orders for new merchandise were not placed for several weeks after strike was called.

"This merchandise started to arrive by rail during the second month of strike.

"Large percentage of shippers had based their prices for Pacific Coast delivery on water freight and therefore could not bring merchandise to the Coast by rail and sell at their published prices.

"I would say that the gross revenue for the warehouse industry has been reduced 33 1/3 to 50 per cent because of strike conditions.

"Certain new business of course was realized by warehouses, due to strike conditions. Oil companies and others who have been refused access to their own plants by pickets have used warehouses for distributing their products.

"Drayage of merchandise from docks to warehouses has been stopped completely, causing about 50 per cent loss in drayage business.

"Believe the situation today [July 19] to be much improved, with possibility of a settlement in very near future."

From W. G. Dickinson, secretary of the Christie-Lambert Van & Storage Co., Inc., Seattle, and secretary of the Washington State Warehousemen's Association:

"Merchandise warehouse industry in Seattle generally reports strike conditions have somewhat demoralized storage due to warehouse stocks by steamship from Atlantic and Gulf ports being unloaded at Los Angeles and San Francisco,

and also the buying power has decreased due to so many other industries being obliged to close down.

"Instead of storage stocks being forwarded intact to Seattle warehouses from the latter ports, rail shipments l.c.l. are being made direct to Seattle customers, and some carloads for distribution.

"Manufacturers seem timid about forwarding goods to replenish warehouse stocks until strike is settled.

"Steamships are being unloaded at two Seattle docks by non-union men but conditions look now [July 19] as if they will improve and may become normal if Government arbitration plan is accepted."

The foregoing telegram from Mr. Dickinson was concurred in by Henry P. Mehlfeld, secretary of Winn & Russell, Inc., Seattle, and president of the Washington State W. A.; and by O. C. Taylor, president of the Taylor-Edwards Warehouse & Transfer Co., Inc., Seattle, and regional member of the Merchandise Warehousing Trade Code Authority.

Pacific Coast news correspondents sent in the following strike information late in July:

WITH the normal teem of Pacific shipping and waterfront activity held at rip-tide by the coast-wide longshoremen's strike, the distributing and warehousing industries late in July were bearing the full brunt of the most severe business panic of the depression era in that section.

Walkout of waterfront employees had seriously affected channels of commerce and industry in Washington, Oregon and California and heavy losses were being suffered by warehouse and transfer companies which depend on water shipments for the major share of storage and hauling business. In West Coast ports virtually 80 per cent of all merchandise stored in local warehouses is received via water transportation.

Although loadings were being made on a few ships in Pacific Northwest

ARMY BASE OPERATIONS

ports, shipping to and from Seattle was largely at a standstill.

O. C. Taylor, president of the Taylor-Edwards Warehouse & Transfer Co., Inc., Seattle, and Region No. 9 member of the Merchandise Warehousing Trade Code Authority, summarized the situation as follows:

"Depleted warehouse stocks are not being replenished with merchandise and no deliveries are being made from ships' cargoes to warehouses in the Seattle area. Consequently business in this industry has decreased at least 25 per cent, which is a conservative estimate. The transfer business is off more than 50 per cent on the regular waterfront trade."

In a few isolated instances warehouse firms have profited by the strike, but only temporarily; this in the case of a few large organizations which contracted for storage space in lieu of free dock accommodations.

The general instability which the strike wrought among the buying public curtailed normal purchasing, resulting in little call for warehouse stocks. There was no normal demand to encourage producers and manufacturers to replenish their local stocks.

Curtailment of the seasonal lift-van business was cited by Dean C. McLean, president of the Lyon Van & Storage Co., Seattle, whose business interests span practically the entire Coast strike front. This phase of interstate activity stopped abruptly with Pacific ships idle. A part of this business was shunted by rail—more costly under car lots. At the period of the year shifting of personnel by large corporations normally results in a sharp business gain, according to Mr. McLean; but since the strike began it has fallen off 50 per cent. Transit moving also has diminished by a margin of 50 per cent. The regular California-Northwest lift-van service is estimated to be 50 per cent smaller.

Local moving of household goods also was somewhat affected by the port tie-

up; the fact that hundreds—and, in San Francisco, thousands—of waterfront workers were going payless daily, resulted in relatively little moving activity in some of the cities.

In eastern Washington the canners and fruit producers anticipated losses of thousands of dollars unless the situation changed. Warehouse space usually available to growers and dealers was closed to them late in July, with such space at a premium. There being no water shipments of fruit and produce, conditions were serious because there was no place to store the newly-picked fruit.

Van line operation and movement of trucks out of the Los Angeles area were temporarily discontinued to all points within a radius of sixty miles of the San Francisco Bay district, according to W. Parker Lyon, Jr., Pasadena, secretary of the southern division of the California Van and Storage Association.

Distribution from the harbor at San Pedro was being accomplished by handing the bills of lading to the railroad companies and picking up incoming shipments from their depots after they had been transported there by rail. Delivery, to the San Pedro harbor, of trunks and baggage for outgoing passengers was being carried on successfully, but other merchandise was not permitted on the loads with the trunks and baggage. Increased insurance rates went automatically into effect.

Charles G. Munson, secretary of the Los Angeles Warehousemen's Association, reported that distribution and deliveries in Los Angeles and adjacent cities to commercial warehouses from San Pedro docks was being accomplished without trouble and without police escort, although the dock boulevards were being patrolled.

Volume of business had not been cut down noticeably, Mr. Munson found, and merchandise intended for warehousing at San Francisco was being re-directed to Los Angeles.

Philadelphia Warehouse Group Submits Highest Bid for Lease of Local Army Base Properties

PHILADELPHIA PIERS, INC., Philadelphia, a proposed corporation with paid-in capital of \$100,000, submitted on July 9 to the United States Merchant Fleet Corporation, a branch of the Shipping Board Bureau of the United States Department of Commerce a bid for a flat yearly rental of \$162,000 for operation of the Army Base property in Philadelphia.

In recent years the property has been operated by the Philadelphia Tidewater Terminal, of which Harvey C. Miller is president, on a percentage-of-gross-income basis. The lease was cancelled last February on a six-months' notice.

The Merchants Warehouse Company, of which Mr. Miller is president also, has offered a flat rental of \$151,000 a

year. C. Herbert Bell, a director of Merchants, said the latter purposed to assign the lease, if granted, to a new organization to be known as Philadelphia Tidewater Terminals, Inc.

The Applicants

Identified with Philadelphia Piers, Inc., are the Pennsylvania Warehousing & Safe Deposit Co., of which John A. McCarthy is president; the Terminal Warehouse Company, of which Ernest V. D. Sullivan is president; Gallagher's Warehouses, of which James Gallagher is president; Rex & Co., Inc., of which John B. S. Rex is president; and the Commercial Warehousing Co., of which Morris Goldstein is president.

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU, 1157 National Press Building.

PHILADELPHIA merchandise warehousemen, intent on eliminating competitive disadvantages arising out of operation of local piers with fees based on railroad tariffs, have banded and submitted the high bid for a lease of the one-time Army Base in that city. They purpose to operate the properties "on a sound business basis."

Their bid of \$162,500 a year was submitted in the name of John A. McCarthy, president of the Pennsylvania Warehousing & Safe Deposit Co. and of the Pennsylvania Sugar Company and vice-president of the Real Estate Trust Com-

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Latest NRA Code Developments

(Washington Bureau stories are by James J. Butler)

Time Is Extended for Filing Registrations and Tariffs Under Household Goods Code

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

EXTENSION, to Aug. 8, of the period for filing registrations as required under the Code for the Household Goods Moving and Storage Trade, and extension, to Aug. 15, for filing tariffs under the pact, have been requested of the National Recovery Administration by the temporary national Code Authority.

Registration could not be completed within the time limit prescribed in the Code, for the reason that the registration forms were not approved by the Administration in time, although they were submitted for approval many weeks ago. NRA sanction is required before registration forms may be sent to the Trade, and this sanction was not announced by the Recovery Administration until the latter part of July.

The extension of time for filing tariffs resulted from the fact that a cost-finding system must be developed before the adequacy of charges can be measured.

The temporary Code Authority gave some consideration to this subject and finally decided to lay it over until a permanent Code Authority has been elected and permit that group to determine what cost factors should go into the formula.

The Recovery Administration has made it known to the temporary Code Authority that NRA prefers to have the cost-finding problem disposed of at once. Up to July 20 no word had been received by the Administration that definite action had been taken.

Following foregoing NRA announcement of postponements, D. E. Knowles, Chicago, executive secretary of the Household Goods Storage and Moving Trade's national temporary Code Authority broadcast to the Trade a letter urging members to file tariff schedules immediately without waiting until the last day of the extended time—"so that all schedules will be in full force and effect at the expiration of the effective date, Aug. 15."

After the permanent Code Authority had been elected and had established a uniform accounting system approved by NRA, Mr. Knowles said, "the schedules now being filed will be revised to conform" to the approved methods. He added:

"To avoid possible charges of collusion, tariffs must be filed individually and not

endorsed collectively by a group or groups. Where no tariff schedules have been prepared by associations or groups in the regions, the individual members of the Trade will compute their tariffs in accordance with the paragraph relating to cost accounting and will file individually with the filing officer designated for that region. As provided in the Code, each member of the Trade must file his own individual tariff in duplicate in accordance with Article VII, Paragraphs 1, 2, and 3. At a hearing to be conducted in Washington at a later date the question of *minima* rates and *definite* rates will be determined.

Each local organization or association will perform a valuable service to the Trade by following closely the problem of having local members agree upon a uniform schedule of tariffs, so as to provide for the proper compensation of the direct labor and wages necessary to perform the services under the tariffs.

"Local conditions will present problems where it is necessary to secure an interpretation of some question that may arise. Such problems may be referred to this office so that a ruling may be obtained from the Administrator."

Hearing Deferred on Inquiry into H. H. G. Vehicle Exemption from the Trucking Code

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

FURTHER postponement of the inquiry into exemption from the trucking Code of vehicles used in the Household Goods Storage and Moving Trade has been granted by NRA.

Pending the outcome of a public hearing on this subject, the Codes for both industries provide that vehicles which derive 90 per cent, or more, of their revenue from transporting used furniture do not come under the trucking Code, even though the remaining 10 per cent comes from a general for-hire operation.

The two pacts directed that a hearing take place not later than June 15 to determine a permanent basis for exempting household goods trucks. The period was extended to July 17, and now has been set back to a date indefinite.

Neither Code Authority has been able to accumulate the data necessary for presentation at the hearing, it was explained.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

Merchandise Cost Formula, Industry "Yardstick," to Be Sent to Trade Shortly

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

THE cost formula for the Merchandise Warehousing Trade which was approved last month by Technical Advisor F. L. Rasch for NRA and turned over to the Trade for examination is now before the several advisory boards of the Recovery Administration and soon will be sent out into the field.

Through this formula, members of the Trade will be able to determine whether their fees and charges meet the Code requirement that no service shall be rendered for less than an adequate return.

Inasmuch as the NRA advisory boards and Mr. Rasch had consulted scores of times before the final draft was made, it is not expected that long delay will be encountered before the formula is actually in use.

As this issue of *Distribution and Warehousing* went to press, the cost determining plan had received the approval of every advisory board but the one known as the policy board. Criticism of that group was of a general nature but it was expected that the objections might be met without any considerable amount of re-writing.

A. Lane Cricher, Washington attorney for the Trade's Code Authority, and Mr. Rasch were cooperating in an endeavor to speed the cost formula through the policy board in the hope that it could be made effective at as early a date as possible.

The cost finding plan calls for an elaborate accounting set-up reflecting scores of factors many of which are not likely to be found in the records of any but the largest or most efficient operators. For this reason it will probably be necessary to make a complete survey of operating costs whenever a complaint is made to the Code Authority that a warehouseman is charging less than an adequate fee—and it is under only such circumstances that it is intended to use the formula at all.

Inquiries reaching NRA indicate a somewhat general misunderstanding among warehousemen concerning the cost formula and its purposes. Many appear to be of the belief that their individual tariffs must show each and every element of cost therein reflected. This is not true, however, and it is entirely possible to file tariffs which will meet the Code requirements without any reference to the formula.

Even in cases where complaint is made
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Atlanta Warehouse Group Prepares, with National Code Authority's Sanction, to "Build a Fire" Under Pact's Violators

THE time has passed for not filing complaints against violators of the Code of Fair Competition of the Merchandise Warehousing Trade and "it is the policy of the National Code Authority to proceed immediately against warehousemen who are not paying attention to the Code," D. S. Adams, Kansas City, Mo., chairman of the Authority, said in a letter dated July 10 to Milner T. La Hatte, president of the Merchandise Warehousemen's Association of Atlanta.

Mr. La Hatte had, a week earlier, informed Mr. Adams that the situation in the Atlanta district was "rapidly becoming acute by reason of the fact that there are numbers of members of the Trade here who are violating the National Industrial Recovery Act by non-compliance with the Code through failure to register and through failure to file tariffs as required by Article IX, or by the filing of incomplete or inadequate tariffs where a tariff has been filed."

Mr. La Hatte in his letter requested the Code Authority's sanction to proceed against violators. The reply by Mr. Adams granted this sanction on behalf of the Code Authority, and the Atlanta group was requested to furnish available information to Clem D. Johnston, Roanoke, Va., the Code Authority's member for the region in which Atlanta is located, so that Mr. Johnston might file complaints formally with the NRA local compliance director in Atlanta.

After calling Mr. Adams's attention to Code non-compliance by Atlanta operators, Mr. La Hatte said in his July 3 letter to the Authority's chairman:

"Meanwhile, the loyal, law-abiding members of the Trade who have registered, paid their Code registration fees, filed tariffs as required, and who are complying with the law, are suffering loss of business and the disruption of their working arrangements with their established customers through the failure of the Code to function properly while marking time, waiting for someone to take positive action against these violators.

"This [Atlanta] group does not propose to stand idly by and see their business chiseled out from under them any longer. If we are going to stay on the Code, then we demand that all members of the Trade get on it too and ride with us.

"Through the activities of our regional tariff and cost finding committee, regional Code Authority member and our local association we have talked, written and pled until we are tired of it, and now we are going to do something about it—and we want to be sure that what we do is the right thing.

"We have talked with the local National Compliance Director and he tells us that he is ready to give us quick action on violations of the wage and hour provisions of the Code, but that he is not in a position to take steps to force compliance with the trade practices and other conditions of the Code until he is advised by the national Code Authority for the Trade itself just what action they will support against such violators.

"Locally, we have a member of the Trade, operating both a furniture and a merchandise storage warehouse, who has refused to register under the Merchandise Warehousing

Trade Code, has not paid the Code registration fee, has not published and filed a tariff, and who ignores all requests and letters but meanwhile is still conducting a merchandise storage business and just waiting to see what is going to be done about it.

"Other members of the Trade, who have registered and secured their certificates of compliance, are defying the Code by failure to operate under the Standard Contract Terms and Conditions for merchandise warehousemen which was written into and is a part of the Code. They are not making a separate and adequate charge for each service rendered, frankly admit it, and when called on by the regional tariff and cost finding committee to put such charges into effect, tell us they either cannot or will not do so, and, in effect, ask us what we are going to do about it.

"What we want to know is: how shall we proceed against violators of the National Industrial Recovery Act as described above? The local Compliance Director is ready to work with us, but he will not do so until the national Code Authority for our Trade gives us authority to act and tells us what action to take.

"When we get something started in Atlanta and build a fire under some of these violators it will not only remedy the local situation but it would give the entire Trade a quick push in the right direction.

"We are ready to go ahead, shouldering the responsibility for what we do, when we get the cooperation and assistance of the national Code Authority that is ours by right and that we should and must have."

Following receipt of the La Hatte letter, Mr. Adams wired Mr. Johnston calling the latter's attention to the Atlanta situation and urging Mr. Johnston to contact Mr. La Hatte with a view to having the Atlanta association president "furnish information necessary for filing complaints where justified."

A copy of this telegram was mailed by Mr. Adams to Mr. La Hatte, and the Authority's chairman said in a letter to the Atlanta executive:

"You will note that I have asked him [Mr. Johnston] to contact you direct, so that you may give him information in order that he may prepare a complaint against any companies where the evidence seems to justify it.

"If the local Compliance Director is ready to work with you, so much the better, because the regional Code member will file complaint with him. Mr. Johnston has spent most of his time on Code work, and I am sure you will have his assistance in the matter.

"In the early days of the Code, there was some excuse for not filing complaint immediately against violators; however, that time has passed, and it is the policy of the national Code Authority to proceed immediately against warehousemen who are not paying attention to the Code.

"We are taking the position that our first responsibility is to the subscribers to the Code who are going along with the President's recovery program and with the rest of the industry."

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that an operator is not making adequate charges, the question may be determined without applying the cost formula to that operator's own establishment. The procedure will be first to find who is the most efficient and low cost operator" in the locality; then determine what that operator's rates would be with all cost factors in the formula considered. The charges thus found will be considered "adequate" within the meaning of the Code for that particular locality, and unless the operator against whom complaint has been made is charging at least the amount found in the survey he will be considered in violation.

**Merchandise Authority Sends
Eagles to Trade Members Who
Have Subscribed to the Code**

ILLUSTRATED here is the Code Eagle which the Merchandise Warehousing Trade Code Authority is supplying to those members of the Trade who have subscribed to the Code and filed tariffs thereunder. The document is eleven inches across and fourteen inches deep. As announced in Washington correspondence in the July *Distribution and Warehousing*, the Recovery Administration, departing from its custom, granted the merchandise Code Authority the privilege of distributing the Code Eagle.

Each Code Eagle carries the individual subscriber's Certificate of Participation number. Wilson V. Little, Chicago, the Authority's secretary, had "0000" stamped on the Code Eagle from which the accompanying illustration was made for publication here.

In sending the Code Eagle to subscribing members Mr. Little characterized it as "a symbol of the fine cooperative spirit that you have been demonstrating." He continued:

"Notwithstanding the somewhat disparaging things that may be said in some quarters regarding this NRA emblem and what it connotes, we all know that the purpose of the program that it represents is a lofty one, in that it aims to make this country an even better place in which to work, in which to engage in business, and in which to live. As the realization of this fact becomes increasingly felt in the minds and hearts of the American people, as it must, and the Codes of Fair Competition are given a real chance to operate, there will be questioning on the part of the general public in connection with an employer who is not privileged to display in his place of business the Code Eagle for the business in which he is engaged.

"The Code Eagle is being now sent to only those members of our Trade who have demonstrated that they are entitled to display it; namely, those who have placed themselves in a position to comply with Article VII of the Code and who have complied with Article IX. The Code Eagle is to be withdrawn when there is evidence that the reasons for its having been awarded no longer exist.

"I trust that it will be with great satisfaction and pride that you prominently



display your Code Eagle, as representing the high ideals that you hold in wanting your operation to be conducted in the interest of your workers, of the Trade, and of the public you serve. An operation so conducted makes not only for individual respect and achievement, but it contributes in no small way to the national welfare."

**Merchandise Trade's Budget Is
Not Opposed, So No Hearing Is
Necessary; Approval Expected**

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

ONLY eighteen replies were received to 2,750 notices sent to members of the Merchandise Warehousing Trade inviting their comment or objection to their Code Authority's recommendation for a budget allowance of \$133,658 for administration expenses to Feb. 10, 1935, and this prompted Technical Advisor F. L. Rasch of the Recovery Administration to predict early approval.

The almost total absence of objections—some of the eighteen were merely letters of approval while a few discussed matters which were entirely extraneous—indicates such general satisfaction among the Trade as to obviate the need for a public hearing on the budget. Hearings are called only when the opposition is substantial.

NRA originally fixed July 11 as the last day for recording objections, but this was extended on recommendation by Mr. Rasch, who apprehended something had gone amiss when only a few replies reached his office; and July 24 was then fixed as the final date. In his formal letter of recommendation proposing the extension, Mr. Rasch told Deputy Administrator E. E. Hughes the Trade had been fully circularized both by NRA and through news stories appearing in *Distribution and Warehousing*.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

**Cold Storage Industry Pact
Is Expected to Be Approved
by Johnson Early in August**

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

FINAL approval of a code of fair competition for the refrigerated warehouse industry early in August was forecast by Assistant Deputy Administrator Charles E. Willis, whose office completed work on the compact late in July and sent it to General Hugh S. Johnson with a recommendation that it be adopted.

Conferences between NRA officials and representatives of the trade early in July resulted in ironing out practically all of the differences which had been at the root of the delay, and nothing remained but the compilation of data required by the legal division of the Recovery Administration. This was furnished the assistant deputy Administrator before the pact went to the office of General Johnson.

The refrigerated warehousing, or cold storage, code has been under consideration for one full year. The original draft was presented on Aug. 16, 1933, by Frank A. Horne, chairman of the code committee of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association) and president of the Merchants Refrigerating Company, New York.

Little progress was made for the first six months due to the fact that the industry and the AAA, the agency originally having the code in hand, could not agree on major questions, principally that of capacity control, a proposition frowned upon by the Agricultural Adjustment Administration. For several months the trade endeavored to have jurisdiction of the compact transferred to NRA, but that was not accomplished until February.

The code was considered at a public hearing here on March 15. At that time it was projected to make it a supplement to the basic code for the ice industry, but this proposition was severely assailed at the hearing, which paved the way for its rejection. Although it was very materially changed in form in post-hearing conferences, unofficial polls of the trade indicated further public hearings would not be necessary.

The compact was whipped into final shape at meetings at which NRA officials and leaders in the industry sat in for discussion.

**Further Support
for H.H.G. Code**

The southern division of the California Van and Storage Association voted at its July meeting, held in Los Angeles, to recommend to its board a loan of \$250 to the temporary national Code Authority of the Household Goods Moving and Storage Trade; and that additional loan should be made if considered necessary.

Rodgers Would "Crack Down" on For-Hire Truckers Who Do Not Register Under the Code

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

WITH registrations past the 200,000 mark as July neared its close, Chairman Ted V. Rodgers of the temporary national Code Authority for the trucking industry declared in favor of "cracking down" on recalcitrant operators who have been unwilling to do their part.

"The registration job is just about half completed," he said. "We must get our second wind and proceed full speed. Some of the States have performed well; they have piled up close to 100 per cent registration. Others have registered a relatively small proportion of the available vehicles. This is no time to lie down on the job. In fact, registrations in excess of 200,000 should encourage every State Code Authority to renew its efforts to bring in the laggards. The splendid cooperation of the NRA Compliance Directors should bear fruit in the near future. Unfortunately, however, some of the States have been negligent about citing non-registrants. That is the important thing now."

"We have passed the period of voluntary compliance with registration; we are in the period of enforced compliance. The man who has held out has done so in the hope of gaining an advantage over his competitor. That is contrary to the spirit of the Code and the principles of NRA. It is just as much every registrant's duty to report a non-registrant as it was for every for-hire member to sign on the dotted line during the period allotted by the Administration for registration. There should be no temporizing if we expect to make the Code work satisfactorily for this industry."

Mr. Rodgers announced also that members of the national Code Authority would go again out into the field in the interest of increased registration. Their earlier trips were followed by a spurt in compliance, he reported.

Trucking's Cost Formula May Have NRA Approval in August

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

ANXIOUS for early approval of the trucking cost formula which will measure the adequacy of rates and tariffs, the temporary national Code Authority has designated H. D. Horton, Roy B. Thompson and Fred O. Nelson, Jr., to carry on negotiations to that end with NRA officials.

Conferences already have been had with representatives of the several Administration boards who must pass on the formula and the reasons for the various inclusions set out in detail. Early approval, probably in August, is hoped for. When sanctioned by NRA, copies of the formula will be sent to each State Code Authority, accompanied by ex-

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amples worked out to illustrate how the cost finding plan is to be applied.

The national Authority emphasizes that the formula should neither increase nor decrease a member's costs, but only provide the means of recording such costs when rates are questioned. Therefore, it is pointed out, members should not require the formula in connection with initial filing of tariffs.

Following NRA suggestion a committee has been named to make further study of the question of depreciation, the item which proved to be the most controversial when the formula was being drafted for submission to the Administration. On this committee are Wade T. Childress, St. Louis; William Laube, Jr., Waterbury, Conn.; and Robert Jackson of New Jersey.

Warehousemen Included Among Trucking Industry Delegates to Select Authority Groups

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

GROUNDWORK for election of regional Code Authorities for the trucking industry was laid in July when all but four States designated delegates to attend regional meetings for the selection of temporary Code Authorities. When the permanent regional groups are named, they will elect a permanent national Code Authority. Those delegated to attend sessions are:

Region No. 1: Maine, Linwood E. Porter; New Hampshire, H. L. Barbard; Massachusetts, Allan J. Wilson; Connecticut, E. L. Arbour; Rhode Island, Thomas J. Sullivan.

Region No. 2: New York State, C. G. Mooney; New York City, Joseph F. Whelan; New Jersey; James McArdle; Vermont, M. B. Emerson.

Region No. 3: Pennsylvania, A. D. Aldrich; Delaware, J. W. Burris; District of Columbia, no delegate; Maryland, Joseph Davidson; West Virginia, W. B. Crawley.

Region No. 4: Virginia, no delegate; North Carolina, John L. Wilkinson; South Carolina, H. C. Mims; Georgia, R. N. Springfield; Florida, Stanton Walker.

Region No. 5: Alabama, Carl F. Wittchen; Kentucky, Henry C. Kelting; Tennessee, Richard Gleaves; Mississippi, Wilson Magee.

Region No. 6: Ohio, H. M. O'Neill; Indiana, Maurice Tucker; Michigan, Ray Williams; Illinois, Eldin Watson.

Region No. 7: Oklahoma, Evans A. Nash; Texas, Walter Beck; Arkansas, Roy C. Martin; Louisiana, Paul Maloney, Jr.

Region No. 8: Iowa, Peter S. Peterson; Nebraska, Kile Martin; Missouri, Harry Dale; Kansas, F. R. Petty.

Region No. 9: North Dakota, E. A. Ward; South Dakota, Frank Marks; Minnesota, R. J. Braun; Wisconsin, Joseph Pope.

Region No. 10: Colorado, J. F. Rowan; Wyoming, W. Garetson; New Mexico, M. B. Bennett.

Region No. 11: Montana, no delegate;

Idaho, W. D. Miles; Oregon, Leland James; Washington, L. X. Coder; Utah, Artur T. Burton.

Region No. 12: Arizona, no delegate; Nevada, H. E. Stewart; California, C. G. Anthony.

Of the foregoing executives, the following are directly identified with the warehousing industry:

Region 3: Maryland, Joseph Davidson, president Davidson Transfer & Storage Co., Baltimore.

Region 4: North Carolina, John L. Wilkinson, president Carolina Transfer & Storage Co., Charlotte; director National Furniture Warehousemen's Association; president Allied Van Lines, Inc. South Carolina, H. C. Mims, president Piedmont Motor Express, Inc., Greenville.

Region 5: Alabama, Carl F. Wittchen, president Wittchen Transfer & Warehouse Company, Birmingham.

Region 7: Arkansas, Roy C. Martin, secretary Oak Transfer & Storage Company, Inc., Fort Smith. Louisiana, Paul Maloney, Jr., president Maloney Trucking & Storage, Inc., New Orleans.

Region 10: Colorado, J. F. Rowan, Denver, executive secretary of both Colorado Transfer & Warehousemen's Association and Movers and Warehousemen's Association of Denver.

Region 11: Washington, L. X. Coder, president System Transfer & Storage Co., Seattle.

Region 12: Nevada, H. E. Stewart, secretary Nevada Transfer & Warehouse Co., Reno.

Time Extensions Under the Trucking Code

DISTRIBUTION AND WAREHOUSING'S
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CERTAIN time limitations contained in the Code of Fair Competition for the trucking industry and applicable in New Mexico and the District of Columbia were extended early in July by the National Recovery Administration.

The Administration granted an extension to July 13 of the time within which members of the industry in New Mexico should register and file schedules of minimum rates and tariffs; and to July 30 of the time within which display of registration insignia is required on vehicles. It was further provided that any "for hire" member who has registered and assented to the Code on or before July 15 would be entitled to vote in the first elections of the State area and Divisional Code Authorities, scheduled to be held within thirty days after June 28.

For the District of Columbia an extension to July 13 was granted for filing minimum rates and tariffs, and an extension to July 28 for registration insignia display.

The national Code Authority had requested these extensions due to the fact that delays were encountered in setting up the registration machinery.

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Dr. J. C. Nelson to Survey Vehicle Insurance Problem for Truck Code Authority

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,**
1157 National Press Building.

DR. J. C. NELSON, formerly of the Brookings Institution, has been engaged by the trucking Code Authority to make an inquiry into truck insurance costs and to develop a program looking to a reduction in this important item of operating overhead.

Dr. Nelson has completed two years of research into the subject of motor transportation. He will be associated with the following committee of the code authority: R. W. Barnwell, North Carolina; Maurice Tucker, Indiana; H. D. Berkowitz, Pennsylvania; Robert A. Anderson, Missouri, and Robert Stockton, Illinois.

The appointment of a committee to study insurance is responsive to Article III, Section A, Sub-Section (1), Paragraph (d) of the trucking Code, which directs the national Code Authority to "make studies of the advisability of requiring evidence of responsibility or insurance with reference to public liability for injury to persons or property and with reference to security of property transported by members of the industry, and to report and recommend thereon to the Administrator within six months after the effective date of this Code."

Discussing the work he is undertaking, Dr. Nelson said:

"Insurance costs constitute a significant element of the operator's costs. Various estimates have been made with respect to the average insurance costs for the various sizes and classifications of for-hire trucks. One estimate places the cost as ranging between \$125 per year for a half-ton truck to nearly \$1,200 for the largest vehicle. Moreover, insurance costs are steadily mounting and are becoming more and more burdensome to all operators, particularly those facing railroad competition."

"Two causes may be found for mounting insurance costs. These are (1) constantly more restrictive State regulatory requirements, and (2) the fact that insurance companies consider truck operators as poor risks. Due to the latter cause, manual rates have been recently jacked up 25 per cent for local work and 75 per cent for over-the-road operations by the National Bureau of Casualty and Surety Underwriters."

Coincident with the Code Authority study, the American Trucking Associations, Inc., will inquire into the broader aspects of the insurance problem and into the question of accident prevention. A special committee will be named and will be expected to have a report of progress to be presented at the national truckers' convention in September.

"Preliminary study of the problem," said Dr. Nelson, "shows that 41 States require public liability insurance or bond from common carriers of property; 28 require public liability or bond from contract carriers; and 5 require it from private carriers. Cargo

insurance is required of common carriers in 32 States and from contract carriers in 9 States. Fidelity bonds are required of common carriers in 12 States and of contract carriers by 6 States."

The requirement usually found is \$5,000 for injury to any one person, and \$10,000 for personal injuries in any one accident, and \$1,000 for property damages. Some States, however, grade the amount of coverage required according to size of vehicle. Cargo insurance requirements range from \$500 to \$5,000, and the fidelity requirements, Dr. Nelson reports, usually are less than \$1,000 and cover C.O.D. shipments, taxation and other obligations to the State.

Added to the substantial increases recently made by the National Bureau of Casualty and Surety Underwriters is the almost certainty that early sessions of 44 State Legislatures will increase the insurance burden to be borne by truckers. The high cost of insurance is one of the chief factors in driving truckers into an unfavorable competitive position with reference to rail carriers, it is claimed by American Trucking Associations, Inc.

An "unbridled freedom" exists on the part of the insurance companies, the trucking association contends, and the purpose of the inquiry is to obtain evidence upon which demand for a check on their activities can be sustained.

Truck Repair Shops Are Exempted from Code of Vehicle Body Industry

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,**
1157 National Press Building.

TRUCKERS who maintain their own repair crews are specifically excluded from the terms of the commercial vehicle body industry code, effective July 30, and are thereby insured against the possibility of being required to contribute to the Code Authority administering that compact.

Certain provisions covering hours and wages would have been applicable to the repair shops of trucking concerns had the exception not been written in by General Johnson.

Truck Code Authority Asks NRA to Suspend Order X-36 Affecting For-Hire Units

**DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,**
1157 National Press Building.

THE national Code Authority for the Trucking Industry has asked NRA to suspend, insofar as this particular industry is concerned, the executive order that no concern shall be required to contribute to the expenses of administering any code other than the one governing its principal line of business.

It is not the intention of the Code Authority to change the status of not-for-hire members of the trade, but rather to insure that all vehicles which are actually operating for hire shall be placed on the same footing and that a registration fee shall be paid for each.

Announcing that objections to sus-

pending Order No. X-36, which is the one limiting assessments to one Code Authority in each instance, would be entertained up to July 31, General Johnson explained:

"The Code Authority feels that the transportation of property over publicly used roadways by vehicles 'for hire' is a service competitive in nature and distinct from any other line of business in which an individual or firm might be engaged. It says that in the case, for instance, of a firm engaged in producing, wholesaling or retailing and also operating vehicles which are used for the transportation of the property of others for remuneration, there is no relation between these two different kinds of business. Also, the Code Authority points out in its application that there are many large transportation companies who furnish transportation of both persons and property over publicly used roadways.

"The two types of operation are separate and distinct, consequently we do not find evidence of a possibility of double assessment in these cases," said the Code Authority in support of its application."

Meanwhile persuasive measures are to be adopted by the Code Authority in the hope that not-for-hire trucking organizations will see fit to join in the NRA plan for self-government of the highway transportation industry.

A sub-committee is working on the plan and has been in conference with leaders in the solid fuel industry, one of the largest not-for-hire units in the country. It is the committee's belief that if the coal haulers will consent to come under the Code the task of persuading others to do likewise will be lightened measurably.

The original plan for bringing not-for-hire truckers under the pact did not "set" well with that group and when a public hearing was held here on the question they expressed vigorous and telling opposition both to the proposed assessment of 90 cents a year for each car and to the principle of compulsion involved. As a result, NRA decided there would be no registration of not-for-hire trucks until a future time, at least; and that time has not yet arrived.

Springfield, Mass., Movers Adopt the Hourly Basis

Springfield, Mass., furniture movers, faced with the alternative of having prices fixed for them under Code arrangements if they did not voluntarily take action, decided at a meeting on July 18 to scrap contract moving of household goods. They substituted the flat hourly rate basis—\$4 an hour minimum for medium-sized vans and \$5 an hour minimum for larger loads. Deadline for the change was fixed at Aug. 15.

About 75 per cent of the industry was represented at the meeting, held at the offices of J. J. Sullivan the Mover, and a drive will be made to bring the others into line.

H.H.G. Regional Boards Are Elected; Personnel Withheld Until the Members Subscribe

THE temporary national Code Authority appointed by NRA for the Household Goods Storage and Moving trade to carry on the job of registration and to elect the fourteen Regional Administrative Boards which, when completed, are to choose the Trade's permanent national Code Authority, conducted the Board elections by mail ballot in July, with July 15th as the deadline for acceptance of ballots.

All votes went to 418-420 Tenth Street, Washington, D. C., the offices of the United States Storage Company, Inc. There they were handled by an auditor and sent forward to D. E. Knowles, Chicago, executive secretary of the temporary national Code Authority.

The names of the executives elected under this balloting system were being withheld at the end of July because some of the warehousemen chosen had failed to sign the necessary election certificates. The temporary Authority's executive committee planned to meet in Chicago during the first week in August; and it was stated by Mr. Knowles that after all the elected Board members had signed compliance certificates and their election had been approved by the executive committee, the names would then be disclosed and at the same time sent to Washington.

Six members were elected to each of the Regional Administrative Boards, and each group of six will choose a seventh Trade member; the latter will preside at its meetings and vote in case of tie. Thus there will be 98 Regional Administrative Board members, and these will elect a permanent Code Authority of fourteen to serve for one year. The fourteen will elect, as its impartial chairman, a fifteenth executive who is not one of the fourteen. Under the Code, if more than two Trade members from any one region may be a member of the permanent Code Authority.

Registrations

It was expected that registration blanks would be mailed to Trade members by the temporary Code Authority during August. As fast as members register, they will receive Eagles, registration plates, insignia, etc.

Balcom Explains Why Texas Truckers Ask 54-Hour Week

APPLICATION by some Texas truckers, members of the Texas Motor Transportation Association, to the trucking industry's permanent national Code Authority for exemption from the 48-hour week provision in the Code, as reported in Washington correspondence in the July *Distribution and Warehousing*, is due to the facts that poundage rates for truck intrastate service are fixed and regulated by the State Railroad Commission and truck load-limit is set by law at 7,000 pounds, according to E. D. Balcom, chairman of the regis-

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tion committee of the trucking Code Authority for Texas.

"Expenses and revenues in the Texas trucking industry barely meet," explained Mr. Balcom, who is president of the Dallas Transfer & Terminal Warehouse Co., Dallas. "The Code is pliable because it states that exemptions will be granted without excess difficulties in cases where extreme conditions like those in Texas are extant."

"I think the Texas truckers will have no trouble in obtaining their exemption, because they have been able to show that the present Code hours are keeping them from doing more than barely meeting expenses."

The applicants are asking for a 54-hour week for employees.

Smith on Truck Authority for the Capital District

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

A TEMPORARY Code Authority for the trucking industry in the District of Columbia has been approved by NRA as follows:

Arthur C. Smith, secretary Smith's Transfer & Storage Co., Inc.; Francis J. Kane, Kane Transfer Co.; T. J. Crowell, operator of a fleet of ten trucks; and P. T. McDermott, operating dump trucks.

The temporary Code Authority for the District of Columbia was the last of these trucking groups to be appointed by General Johnson. The personnels have all been published in recent issues of *Distribution and Warehousing*.

The appointment of Arthur C. Smith brings to forty-one the number of warehouse executives whom General Johnson has placed on the temporary Authorities.

National Truck Authority Gives Unofficial Answers to Queries by Operators

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

THE experience of several months under Code jurisdiction has given rise to various questions, but inquiries received by trucking's national Code Authority indicate that the problems confronting the trade, as reflected in questions asked, can be boiled down to fewer than a dozen propositions.

While the Authority is not authorized to make interpretations of the Code without NRA's sanction, it has unofficially set down the composite inquiries and answered them.

One of the more common inquiries has to do with the filing of schedules covering interstate services performed by members, many of the trade having ex-

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

pressed a desire to be informed as to where these should be filed. Pending organization of regional Authorities, they should be filed with the State Authorities.

Some members have wondered whether they might enter complaint against Code violators without having their names mentioned in the ensuing inquiry, and they have been assured that the complainant's desire to remain undisclosed will be respected.

Tariffs Are Public

Numerous inquiries have been received from operators who desire to know whether they may have opportunity to examine the tariffs filed by competitors or obtain copies of them. All tariffs, it is explained, are open for inspection, but if copies are desired they must be obtained from the person filing.

Regional Authorities, inquirors are told, will have the interstate tariffs in their files, and information will be obtainable through that source.

These are typical of scores of questions asked. The national Authority makes an effort to return an unofficial interpretation speedily to the inquiring trucker.

Meanwhile it is announced that the national Authority shortly will name committees to study problems growing out of off-duty and sleeper cabs and "dead-heading."

The Code provides that the industry conduct such inquiry and submit its report and findings to the Administration.

Also, it is reiterated by NRA that exemption of employers in towns of 2,500 or less population from service codes does not apply to truck operators under jurisdiction of the trucking Code.

This class of employers was exempted by executive order but despite a recent statement by the NRA that this order does not include the transportation codes a number of truck operators have failed to comprehend this. This has caused considerable confusion among the operators in various parts of the country.

Alaska Truck Operators Ask NRA for a Code Authority

DISTRIBUTION AND WAREHOUSING'S WASHINGTON BUREAU,
1157 National Press Building.

SEEKING protection from code "chiselers," trucking operators in Anchorage, Alaska, have requested that a divisional NRA Code Authority be established to "eliminate the usual price cutting and general unrest in the trade."

Anchorage operators, serving slightly more than a 3,500 population, transmitted their request to the NRA Deputy Administrator for Alaska, with a proposal to establish uniform zone, uniform services and a fair and reasonable charge for such services.

Heeding the request, the national Code Authority voted to appoint a committee of four Anchorage operators to set up the machinery to carry out the trucking code. L. W. Hartley, Alfred Benson, Walter Teeland and O. W. Peterson comprise the committee.

Boston H. H. G. Operators Oppose New Tariffs Applying to Goods Now in Store

AT a meeting of the household goods section of the Massachusetts Warehousemen's Association, at the Engineers Club in Boston on July 9, the chairman, J. F. Greeley, presented a written report on behalf of the association's delegates who attended the Chicago convention of the National Furniture Warehousemen's Association in June.

Particular interest was shown in the report that New England warehouse companies appeared to be in better conditions financially than some in other parts of the country. Members attending the July meeting reported an 82 per cent average occupancy.

Discussion of the Chicago gathering at which the Household Goods Moving and Storage Trade's NRA Code was considered centered largely on the question of applying new tariffs to household goods already in storage. It is generally agreed by the Boston operators that new rates should not apply to such accounts, but final decision must await final interpretation by the Administrator at Washington.

The meeting voted to endorse the Regional Administrative Board nominees suggested by the New England delegation at the N.F.W.A. Chicago convention.

The Massachusetts group has prepared a sample tariff covering local moving and storage services. This is intended to supply members and other New England operators with an acceptable form to be used as basis for preparing individual tariffs to be filed under the Code.

2 Parcel Delivery Firms Seek Exemption from Trucking Code

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building.

ARGUING that parcel delivery is a branch of the retailing industry, representatives of two concerns engaged in that business appeared before Assistant Deputy Administrator Charles L. Dearing and his aides on July 24 in support of an application for exemption from the terms of the trucking Code.

The exemptions are sought by United Parcel Delivery Service, New York City, and Parcel Delivery Company, Inc., Norfolk, Va.

Because it was generally recognized that the applications constituted an opening wedge in what might develop a drive for elimination of all parcel delivery from the Code if the Administration gives its approval, Thomas O'Brien, Washington representative of the drivers and chauffeurs union, was present to protest. Fred A. Tobin of the labor advisory board also objected.

A transfer from the trucking to the retailing pact would permit vehicles used in parcel delivery to operate 54 hours a week with the same crew, paid a minimum of \$12.50 a week. The trucking

Code maximum is 48 hours and the minimum pay is 32½ cents an hour.

Irving C. Fox, counsel for the National Retail Drygoods Association, and J. E. Casey, president of United Parcel Service, argued that company's application to be removed from trucking Code jurisdiction.

Mr. Fox called parcel delivery a "step-child" under the trucking Code. The New York concern is a member of the Drygoods Association and does not function in competition with other forms of trucking but is engaged solely as an adjunct to the retail trade. There would be no advantage in keeping this industry under the trucking Code and no disadvantage to truckers in removing it, he argued. The company has more than 7,000 drivers.

Mr. Casey explained that United was delivery department of a large number of stores and had its own employees in the adjustment department of stores as well as intermingling in other functions which are joint operations, or nearly so. At no point in its operations did it contact or compete with general trucking, he declared. In a last analysis, he pointed out, the question was determined by asking: "If the parcel delivery companies should cease operations tomorrow, would the truckers get the business?" The answer, he asserted, was an emphatic "No".

R. N. Burns, operator of the Norfolk company, also expressed a desire to come under the retail code. He said parcel delivery was so far removed from trucking that there was no provision on the registration form issued by the trucking Code Authority for recording such a business. The registration form lists types of trucking business, but it does not include parcel delivery, he pointed out.

To pay trucking code wages and adhere to its provisions on hours would so increase rates as to drive stores to carry their own parcels. He estimated an increase of three cents for each parcel carried would be required.

Mulligan Backs New Jersey's Code in Reply to Criticisms Set Forth in Johnson Letter

NEW JERSEY code directors, including James A. Mulligan, Newark, director of the Household Goods Storage and Moving Code, are battling strenuously for their right to regulate their industries under the New Jersey Recovery Act. On July 15 General Johnson wrote to Governor A. Harry Moore criticizing the recovery program in New Jersey and suggesting it was a duplication of effort or at cross purposes with the national activities.

One of Gen. Johnson's principal complaints is that many of the State codes are not in keeping with the national regulations, and he has virtually ordered scrapped the State codes which are not identical with national codes.

In calling attention to the coordination of the storage and moving Code with that in effect nationally, Mr. Mulligan said:

"Two members of our State Code Authority have been approved by the industry in New Jersey to act on the Regional Board for the national Code. Moreover, before and since the enactment of the State Recovery Act there has been close and active cooperation among the members of our trade in New Jersey and the committee drafting our national code in Washington."

Terming the procedure for national Code enforcement "too circuitous and long-winded," Mr. Mulligan predicted the whole Code program for the industry would break down if the State code was abandoned.

Harry L. Tepper, acting State Recovery Administrator, and Charles Edison, State Director of the National Emergency Council, to whom Gen. Johnson's letter has been referred by Governor Moore, favor continuance of most of the State pacts.

"I believe there is great value in the state program," Mr. Edison said about a week after the letter from General Johnson had been made public, "and I don't believe the impression should get out that there are differences between the State and the national Administrations. I don't think Gen. Johnson wanted to step on the State; I don't believe he wanted to dictate to the governor, nor do I think he is demanding anything from the governor. There is great value in the cooperation given by the State, and I think it should be continued."

Other code directors are in agreement with Mr. Mulligan and predicted chaotic conditions in trade and industry if State codes are scrapped. They declared there would not be the enforcement of national codes that has obtained under State codes, and that national codes could not effectively cover local conditions.

New Jersey Code Held to Benefit Consumers

A SURVEY completed by a New Jersey joint legislative committee created to investigate operation of the State's Codes affecting various industries discloses that 600 of the 700 moving and storage companies and individuals in New Jersey are backing the pact for that Trade; and that their annual business totals \$7,500,000 and that they have 3605 employees.

Exceptional benefits to the employees are claimed in the committee's report; while, for the consumer, "the average moving cost has been lowered and misleading advertising has been completely eliminated."

Figures made public in July covering cost of administrating codes under New Jersey's State Recovery Act show that the Household Goods Storage and Moving Code Authority, with a budget of \$37,660.50, had collected 66 2/3 per cent of that amount. This is slightly better than the average for all seventeen codes under the State law.

Unfinished Business

. . . I to U . . .

By KENT B. STILES

Bill Hahn, New York City storage executives, and Mrs. Hahn have been in Germany on a pleasure jaunt, and Bill writes me on a postal card:

"Everything is quiet and you must read with reservation what our New York papers say about conditions here."

Let's "look at the record," as Al Smith would say. Bill's postal card is postmarked July 7. That was a week after the Nazi murders of June 30. Also, the card was mailed in Nurnberg—not in Berlin.

And how could Bill know, when in Nurnberg on July 7, what stories the New York papers had published on June 30, and thereafter? And, inasmuch as he could not know, why does he caution "reservation" by the American reading public?

The "reservation" must apply not to what has come out of Berlin but to what has *not* come out of Berlin! The American correspondents, working under censorship handicaps, did a good job telling what they did tell—but you can wager they were not permitted to write freely regarding all that happened on June 30.

* * *

Just as merchandise warehousemen, operating under their Code, rejoiced over the prospect of better revenues, "so patrons, who were without the Code, began to look for loop-holes," says H. A. Haring in the leading article in this issue of *Distribution and Warehousing*.

And in the July 13 issue of the New York *Journal of Commerce* we read:

"Increases ranging all the way up to 200 per cent in storage charges assessed against their products by public warehouses have created a serious situation in the grocery products manufacturing and distributing field, it was learned yesterday when the traffic committee of the Associated Grocery Manufacturers of America, Inc., met to discuss the warehouse situation.

"While emphasizing that the manufacturers have no quarrel with the warehouse group, it was stated that food and grocery products manufacturers are seriously concerned over the rate rises. The primary aim of the manufacturers, it was stated, is the distribution of their products at the most reasonable rate, and inasmuch as the public warehouses, on the basis of their increased charges, no longer fit into this scheme of distribution, the manufacturers will be forced to seek other channels of distribution."

Journal of Commerce quotes a "spokesman" for AGMA as saying:

"Public warehouses all over the country have made effective since adoption

of the warehouse Code advanced rates on many of our products, to the point where current storage charges are from our standpoint exorbitant.

"Manufacturers have hitherto been large users of public warehouses space in the normal distribution of their products to the food and grocery trades; on the basis of advanced rates charged, these public storage depots are no longer an economic utility in their scheme of distribution, and alternative methods of maintaining the flow of their products into distributing and consuming channels are being considered."

Some of the manufacturers, according to *Journal of Commerce*, "are already abandoning to a considerable extent the use of public warehouses as 'key' factors in their distribution setup and are shipping their products direct in pool cars rather than moving their goods by carlots into warehouses and then drawing against the stocks as required, as was formerly the practice."

Others, it is declared, "have adopted a plan of concentrating their stocks in a smaller number of selected warehouses located in strategic distributing centers and are using commercial trucking services more extensively, and for longer hauls, in moving their products from these points to their distributors."

Journal of Commerce added that the AMGA committee planned to meet "at an early date" with a group representing public warehousing.

Suggesting another effort to break down the warehousing Code—another attempt to create "cheap space."

That's what Mr. Haring's article this month is all about. Read it—and forearm yourself with arguments.

* * *

After writing, in the June issue, on the subject of the use of the term "Fireproof Storage" in warehouse companies' corporate titles, I spent a few hours comparing the listings in the 1931 Directory with those in the 1934 edition. And found that:

1. Twenty-one firms which used "Fireproof Storage" in their titles in 1931 have since adopted new names without "Fireproof Storage".

2. Three other companies which used "Fireproof Storage" in their titles in 1931 have changed "Fireproof Storage" to "Fireproof Warehouse".

3. Five other firms which used "Fireproof Warehouse" in their titles in 1931 have adopted new names without "Fireproof Warehouse".

Here are twenty-six companies which have abandoned "Fireproof" entirely;

and three others which have substituted "Fireproof Warehouse" for "Fireproof Storage."

Why the changes?

On the theory that the executive officers of the twenty-nine firms must have had some reasons—sound ones, in their opinion—for altering the company names, and that warehousing as an industry must be interested in knowing what those reasons are, I sent out a letter of inquiry to the twenty-nine.

Excerpts from some of the answers should certainly be suggestive to numerous warehouse companies which continue to use "Fireproof Storage" in their titles.

The Neal Storage Company, Cleveland, was once known as the "Neal Fireproof Storage Co.", and C. J. Neal, treasurer, explains:

"One of the factors and perhaps the most important one was the question of moral responsibility if not legal responsibility in case there should be a fire in one of our buildings.

"There is a distinction between the meaning of the words 'fireproof storage' and 'fireproof warehouse'. In my opinion if a firm has the name of The Blank Fireproof Warehouse Company it does not give the public the same inference as if the firm has the name of The Blank Fireproof Storage Company.

"The words 'fireproof warehouse' clearly indicate that it is the building that is fireproof, whereas the expression 'fireproof storage' may refer to a certain type of service and consequently the public could reasonably infer that if a firm held themselves out to furnish fireproof storage the facilities offered were something that would protect goods from burning up.

"Fortunately, we never had an experience along this line, but a loop-hole existed and therefore I decided to eliminate this probability insofar as I could do so.

"Some years ago, in our vicinity, an institution existed which manufactured building material of an incombustible nature and they inserted the word 'fireproof' in their name, and occasionally we would get our mail mixed, showing that the public was laying a great deal of stress on the word 'fireproof'.

"Therefore, to eliminate any question of responsibility and liability—whether it was moral or financial—and in order to shorten and simplify our name, we dropped out the word 'fireproof', and are very much pleased now that we did so."

R. F. Palmateer, manager of the Fidelity Van and Storage Co., a Los Angeles firm once called "Fidelity Fireproof

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Distribution and Warehousing
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Storage", states that his reasons for the change were as follows:

"First, the legal liability assumed by a company advertising 'Fireproof Storage' in its name.

"Second, the term 'Van and Storage' signifies that we are both a moving and storage concern, and not just storage."

The Redman Van and Storage Co., formerly the "Redman Fireproof Storage Co.", in Salt Lake City, made the title change "because we were advised to do so by the National Furniture Warehousemen's Association", according to H. M. Christensen, the firm's secretary.

In San Francisco the "Miller Fireproof Storage Co." became today's Miller Moving & Storage Co., and C. C. Miller, president, writes:

"The use of 'Fireproof Storage' is not the best idea in the world. For while the building may be fireproof, that would be as far as it really would cover, and if the contents were burned there may be certain legal liabilities."

Swanstrom Express and Storage, Chicago, used to be known as "Swanstrom Fireproof Storage". The following is from Emil Swanstrom, the company's president:

"We built a small warehouse with fireproof construction. . . . About that time the undersigned read an article, I believe in *Distribution and Warehousing*, about a big fire loss, and the warehouse that had the fire was supposed to have stressed 'Fireproof Storage' above everything else. And many claims for fire loss seemed to be pressed to this reason. The reading of that article gave me the idea that the word 'Fireproof' in our name might not be a good thing. . . . I might add that in most of our advertising we stress the fact that we have a fireproof warehouse rather than fireproof storage."

Although the Norton Van & Storage Co., Los Angeles, never had the term "Fireproof Storage" in its title, it was once the "Norton Fireproof Warehouse Co." Playing safety to the limit, even "Fireproof Warehouse" has been eliminated.

"Firstly," explains W. J. Norton, the firm's president, "we consider a name of this type to be misleading, since storage is not 'fireproof' although the building is of the finest Class A concrete construction.

"Secondly, we feel that it eliminates increased liability because of the misunderstanding it implies, and the change would therefore tend to give us more favorable consideration in a Court of law."

The Neptune Storage Van Co., Inc., New Rochelle, N. Y., is no longer "Neptune Fireproof Warehouse," and Benjamin F. Kirschenbaum, president, tells:

"At various meetings of the associations it was brought out that the word 'fireproof' if not properly used was a legal liability rather than an asset. As we felt nothing was to be gained by using the word, we accordingly dropped it and have found there is no disadvantage in its elimination."

The one-time "Argonne Fireproof

Storage Co." in Los Angeles is now the Argonne Van & Storage Co., and William L. Carpenter, president, thus summarizes the situation:

"The circumstances of today really necessitate considerable legal education of every business man in order that he may exist in business. Personally I have ascertained from attending law college at night that it is fallacy on my part to represent a service or a slogan that may have two different meanings but would be construed to my detriment in a case at bar.

"Frankly, 'fireproof' gives the public the impression that it could not burn. If this interpretation is placed on the goods instead of the building, by a Court, you would have a very poor chance of defending yourself because your advertisements are really the first impression the public usually receives of your business.

"We have resorted in the past several years to the use of the words 'concrete buildings' in our advertisements, instead of 'fireproof'."

Use of "Fireproof Storage" in a title has been assailed by speakers at numerous conventions of the N.F.W.A. Ray Wagner, secretary of the then "Wagner Fireproof Storage & Truck Co.", Springfield, Ohio, heard one of the discussions.

"It was timely and interesting, and I thought about the matter considerably," recalls Mr. Wagner, whose firm is now the Wagner Warehouse Corporation. "Checking up with insurance companies and architects, I came to the conclusion, and agreed with the gentleman who brought up the subject, that we should not represent 'fireproof storage.' It is our belief, and the belief of our counsel, that if you advertise 'fireproof storage' you must produce it or accept the consequences in the case of a catastrophe.

"About eight years ago a household goods warehouse of non-fireproof construction burned in Springfield, destroying the building and its entire contents. There was considerable talk about a great many poor families who had lost their all in the fire, and I was approached several times on the street by friends who stated that those people had better stored their goods with us, paid a rate and received fireproof storage. In each instance I corrected them, stating that I did not have a fireproof storage but I did have a building termed by architects as fireproof construction. In my judgment there is a great deal of difference between the terms 'fireproof construction' and 'fireproof storage'."

"Over a period of time we had had more than \$100,000 invested in advertising and it was felt we might be junking an awful lot to change our name. However, we did change it when we incorporated in 1931, and we don't regret that we have made this change. I don't feel that we lost any prestige, or that we have ever lost any business by changing our name, as we kept the most predominant part, 'Wagner', in our new name.

"It is my earnest belief that those companies which now have 'Fireproof Storage' incorporated in their title names are treading on dangerous territory in the event of a fire. At least one thing

is certain: the mere fact of having 'Fireproof Storage' in their title names will not help them at all to settle claims in the event they have a fire, but to the contrary would react very unfavorably.

"There is no question but that a warehouse company takes tremendous responsibilities when its building is filled with large quantities of household goods and personal effects, and I think that any step that can be made to make its position more clear with the public is a step in the right direction, as false advertising or apparent misrepresentation does not do any good to any business.

"This is a highly controversial subject. I have taken this position with other warehousemen and they have taken the opposite position; but with me, I want to play safe all the time. I do not care to take chances and throw the company into jeopardy.

"You have started a move in the right direction, and I shall be interested in watching your editorials and other comment through your paper, and I certainly would like to know what the sentiment is over the country with reference to this subject."

But it isn't exactly that I've "started a move." The "start" was made by speakers at N.F.W.A. conventions years ago. But I was curious to know what the trend has been, if any. That a trend exists is indicated by the circumstance that twenty-nine firms have within the past few years changed their titles because of the legal menace of using "Fireproof Storage." I agree with Ray Wagner that it is "a move in the right direction."

The idea of making this inquiry had its origin in the recent experience of a man whose friendship I value highly. His wife had placed the family's personal effects, including valuable heirlooms and antiques, in the building of a warehouse company—one which holds association memberships—which advertises "Fireproof Storage" in its title, on its warehouse, and on its letterheads. The company's building is admittedly fireproof, so recognized by the Underwriters; but certainly its "storage" was not fireproof—as was manifested when fire gutted the interior and my friend's heirlooms and antiques were destroyed.

I maintain that the company had no moral right to advertise something it could not guarantee—namely fireproof storage. The fire proved that such a guarantee had not been tenable.

Unfortunately, my friend's goods were not insured. Somehow his wife had the impression—as many women have when contacting a warehouse—that goods placed in storage are automatically insured. When she stored the goods, the warehouseman did not bring up that subject. He did not tell her that the goods were not insured while in storage. I may be arguing here contrary to what is standard practice in the industry, but I believe that a warehouseman should, when he takes goods into storage, tell the customer specifically that the goods are not insured while in storage and that the customer must buy his own insurance for protection.

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It is conceded that such a policy by a warehouseman might scare away a few prospects across the years but I believe it is a policy that is sound because it is honest and that it would be a step toward elevating the standards of the industry and toward building customer-confidence in the industry.

A warehouseman is not giving a customer a square deal when he takes goods into "fireproof storage," a thing which doesn't exist, and fails to inform the customer that the goods are not insured. A series of experiences such as the one my friend had must inevitably drive away patronage. Why risk that when the risk is wholly unnecessary?

* * *

The day after writing the foregoing I had another talk with my friend whose goods were destroyed and he tells me something which must amaze the storage executive who tries to do business on the square deal basis.

At the time the goods were burned, my friend's unpaid bill was about \$30. Today it has passed the \$50 mark. It has passed the \$50 mark notwithstanding that the goods have for two months been a charred and blackened heap in the warehouse.

To the latest bill sent out, the warehouseman has added \$10.50 a month. For storage of what? For storage of ruined goods attracted by the slogan "Fireproof Storage."

As I have said, the warehouse firm is a member of industry associations which are trying to build public confidence.

My friend happens to be an influential newspaper man who knows about everybody in New York worth knowing. The story of "Fireproof Storage" and a charge of \$10.50 a month tacked on for storage of goods destroyed is receiving wide circulation among people who count in public life. Naturally I do not care to mention the warehouse firm's name here but it is being mentioned plenty around town and New York warehousing as a whole is, I think, being hurt as a result.

"You can fool some of the people all the time and all of the people some of the time but you can't fool all the people all the time," was said by P. T. Barnum or Abraham Lincoln (I forget which). Warehouse practices such as those herein reviewed are not going to fool many people long.

* * *

From January through April of the current year the merchandise warehousing situation in Japan showed steady improvement, with volume and value of goods in storage running higher than during the corresponding months in 1933, according to figures issued by Japan's Department of Commerce and Industry and sent to me by Shigeyoshi Ijichi, of Tokio, who is secretary of the Japanese Warehousemen's Association.

The monthly release of the Nippon Department differs materially from the one prepared by the Bureau of the Census at Washington. The United States table deals in percentages in reflecting

occupancy and tonnage. The Japanese Government paints the picture in terms of packages stored and value of goods.

Under the Japanese system of supplying this business information to the industry and to the public, sixty commodities are listed, ranging alphabetically from barley to woolen tissues. These are given standard recognized numbers, from 1 to 60; and "Miscellaneous Goods" is No. 61.

The monthly release comprises a sheet, twenty-seven inches across and nineteen inches down, on which these commodities are covered, as to number of packages and total values, city by city from left to right.

Some figures taken from the releases of last January, February, March and April suggest the improvement in conditions:

	Number of Packages In Storage	1933 1934
End of January...	25,462,965	34,706,251
End of February...	27,150,735	38,603,418
End of March...	28,818,941	42,360,878
End of April.....	31,258,603	43,552,449

	Value of Goods in Storage (Expressed in terms of Japanese yen)	
End of January...	510,493,214	652,066,234
End of February...	547,377,721	696,817,332
End of March...	595,729,718	746,637,442
End of April.....	631,442,404	777,085,423

An inquiry made by the Japanese Department of Commerce and Industry in 1933 showed there were 578 warehouse companies operating in the country. The figures in the foregoing tabulation are based on reports from 108 principal warehouses representing, in investment and tonnage, 80 per cent of the total. Thus the figures are representative of trends.

The Japanese Warehousemen's Association, which is cooperating with the Government in the preparation of the figures, was organized in July of 1932 with a membership of fifty-nine. Today there are seventy-one members, operating in more than twenty-five cities in Japan, Formosa and Korea.

* * *

The cotton textile industry, first to organize under the Recovery Act, is completing its first year under Code operation, and George A. Sloan, chairman of that trade's Code Authority, summarizes the effect as follows:

1. The number of persons employed, 460,000, represents an increase of 40 per cent.

2. Payrolls increased \$113,000,000, or 78 per cent, during the first ten months under the Code as compared with the ten months prior to the Code.

3. An increase of 67 per cent in hourly wage rates.

4. A decrease of 26 per cent in average working hours.

5. Weekly income of cotton mill workers, adjusted to changes in the cost of living in 1934, averages 25 per cent above the previous year and 6 per cent above 1929.

What will be warehousing's experience at the end of the first year?

Mr. Sloan outlines a future program applicable to all trades which have NRA pacts:

"1. Full responsibility should be placed on those Code Authorities that have demonstrated capacity for sound economic thinking and a proper regard for the public interest.

"2. If Code Authorities are to be held responsible for the conduct of their industries, the right to exercise administrative power must accompany such responsibility, always subject to Government veto if this right is abused. If Government is to assume the initiative for industry, industrial leadership will be destroyed and in its place will follow an inefficient and burdensome bureaucracy.

"3. Removal of the fear that basic Code provisions may be subjected to further experimentation before policies heretofore agreed on can be fairly tested by experience.

"4. Rigid enforcement of Code provisions and prompt effective action by the Government in case of wage and hour violation.

"5. Avoidance of any compromise of principle or unwillingness to deal with facts in the face of threatened force, either from employers or employees.

"6. A never-relaxing recognition of the partnership relation between industry and Government—thus increasing the willingness and desire of individual business men to cooperate whole-heartedly with their respective Code Authorities and with the Government."

* * *

The Federal "free zone" law which was signed by President Roosevelt on June 18 does not have the unanimous approval of the warehouse industry. R. W. Dietrich, New Orleans executive, comments that so far as he knows, few warehouse associations opposed the bill in advance and he calls the industry's attention to the following:

"It should be particularly noted that the law provides for the storage, in such free zones, not only of imported and of foreign merchandise for re-export to foreign countries, but also for the storage of the products of the United States. This makes the entire free zone proposition a warehousing proposition pure and simple."

Everything that can now be done in a free zone it was already possible to do, before the new law was passed, in bonded warehouses under the supervision of the Secretary of the Treasury, he adds.

In a recent talk before the directors of the New Orleans Association of Commerce Mr. Dietrich supported his argument on this last point by quoting Prof. McElwee as follows:

"The existing practice of storing imported goods in bonded warehouses pending disposition is hardly different from the free port. The object of the bonded warehouse is to facilitate re-export and to relieve merchants from financial burden from outlaying large amounts of capital in duties before the goods are sold. The advantage of the bonded warehouse is constantly employed by importers, whose bonded merchandise amounts

(Concluded on page 50)

Occupancy Maintains Higher Pace Than Year Ago

MERCHANDISE warehousing occupancy in the United States continues at a level generally higher, on the average, than a year ago, according to figures set down in the July release of the Bureau of the Census of the Department of Commerce.

This release, bringing the picture up to the end of this past April, indicates that on the final day of that month the average occupancy was provisionally 66.5 per cent. This compares with 60.4 per cent on the corresponding date in 1933.

PUBLIC MERCHANDISE WAREHOUSING MARCH-APRIL, 1934

Statistical data on occupancy and tonnage during the months of March and April, 1934, as reported to the Bureau of the Census

DIVISION AND STATE	Per Cent of Floor Space Occupied	TONNAGE									
		Received During Month		Equivalent No. of Lbs. per Sq. Ft.		Delivered on Arrival		Equivalent No. of Lbs. per Sq. Ft.			
		April	Mar.	April	Mar.	April	Mar.	April	Mar.	April	Mar.
NEW ENGLAND (Total)	62.6	62.4	9,369	11,710	7.4	9.3	2,275	2,882	1.8	2.3	
Vermont, New Hampshire and Connecticut	80.5	71.2	849	2,651	5.7	17.8	398	717	2.6	4.8	
Massachusetts	58.2	57.8	5,623	5,804	6.4	6.6	1,042	1,125	1.2	1.3	
Rhode Island	70.3	76.6	2,897	3,255	12.7	14.2	835	1,040	3.6	4.5	
MIDDLE ATLANTIC (Total)	68.7	69.0	113,992	125,642	15.0	16.5	5,696	7,686	0.7	1.0	
New York Metropolitan District	71.5	71.4	88,814	95,641	15.4	16.5	886	2,011	0.2	0.3	
Brooklyn	63.8	59.5	51,982	46,561	16.4	14.7	536	1,717	0.1	0.5	
Manhattan	75.6	76.2	5,180	13,664	8.0	21.2	20	22			
Nearby New Jersey	83.2	89.7	30,711	35,130	16.7	19.1	330	272	0.2	0.1	
All other	42.7	42.6	941	286	7.9	2.4					
New York, except Metropolitan District	51.3	54.0	7,750	7,382	11.9	11.3	2,391	3,122	3.7	4.8	
New Jersey, except Metropolitan District	42.4	45.3	666	817	6.8	8.4	18	18	0.2	0.2	
Pennsylvania	64.2	65.1	16,753	21,802	15.4	20.1	2,401	2,535	2.2	2.3	
EAST NORTH CENTRAL (Total)	72.1	73.2	73,100	78,259	20.0	21.1	12,160	13,115	3.3	3.5	
Ohio	70.1	70.1	16,760	18,051	17.5	18.8	4,042	4,041	4.2	4.2	
Indiana	58.3	57.9	3,451	3,369	11.1	10.8	1,198	1,422	3.8	4.6	
Illinois, except Chicago	70.8	71.0	2,112	2,156	10.0	10.2	1,563	1,763	7.4	8.3	
Chicago	70.9	79.6	21,671	20,764	30.9	27.7	586	826	0.8	1.1	
Michigan	80.1	79.1	20,317	24,778	19.7	23.8	2,128	2,662	2.1	2.6	
Wisconsin	57.9	55.1	8,780	9,141	19.2	21.1	2,643	2,401	6.0	5.6	
WEST NORTH CENTRAL (Total)	65.9	67.1	27,535	26,357	15.8	15.2	9,308	11,731	5.3	6.8	
Minnesota, except Minneapolis and St. Paul	54.8	55.6	644	588	7.5	6.9	432	685	5.0	8.0	
Minneapolis and St. Paul	81.7	82.7	5,566	5,864	26.8	28.2	2,217	2,544	10.7	12.2	
Iowa	49.7	52.9	3,339	2,703	15.2	12.3	1,242	1,131	5.7	5.2	
Missouri, except St. Louis	60.6	65.4	5,623	5,984	15.6	16.5	1,741	1,663	4.8	4.6	
St. Louis	71.5	71.4	4,543	4,103	12.1	10.9	465	875	1.2	2.3	
North and South Dakota	70.7	80.2	1,862	1,852	9.8	10.4	1,285	2,126	6.8	11.9	
Nebraska	63.3	61.4	4,959	4,399	24.1	21.4	1,398	1,575	6.8	7.6	
Kansas	60.6	61.3	996	884	10.1	9.0	328	1,132	5.4	11.5	
SOUTH ATLANTIC (Total)	67.8	69.5	31,508	32,467	20.5	21.9	7,503	10,421	4.9	7.0	
Maryland, Delaware and Dist. of Columbia	66.3	67.1	18,339	17,587	16.9	17.0	3,810	5,046	3.5	4.9	
Virginia	85.6	87.8	2,552	2,438	37.8	36.1	934	950	12.4	14.1	
West Virginia	82.9	79.4	1,515	1,765	20.9	22.8	416	592	5.7	7.6	
North and South Carolina	68.2	71.7	1,882	2,702	14.9	21.4	577	739	4.6	5.9	
Georgia and Florida	64.1	70.6	7,220	7,975	39.8	44.0	1,866	3,094	10.3	17.1	
SOUTH CENTRAL (Total)	55.9	59.8	44,018	41,482	30.3	28.1	24,630	24,238	17.0	16.4	
Kentucky and Tennessee	84.7	83.3	3,359	3,202	22.2	19.4	1,260	1,457	8.3	8.8	
Alabama and Mississippi	61.8	68.7	1,001	1,673	16.5	25.3	946	1,157	12.8	17.5	
Arkansas and Oklahoma	74.7	77.3	19,383	18,342	92.0	81.9	18,317	16,884	86.9	75.4	
Louisiana	54.7	58.5	14,549	12,256	23.3	19.7	1,027	901	1.6	1.4	
Texas	49.8	54.1	5,636	6,009	14.1	15.1	3,189	3,839	8.0	9.6	
MOUNTAIN AND PACIFIC (Total)	59.9	63.0	16,189	17,293	12.5	13.6	14,138	16,392	10.9	12.5	
Idaho and Wyoming	64.7	63.1	508	406	16.4	13.7	251	210	8.1	7.1	
Montana	53.7	58.1	425	355	12.4	10.4	389	1,318	11.4	38.8	
Arizona and New Mexico	56.3	63.7	755	977	8.8	9.4	1,541	1,837	17.9	17.8	
Utah	79.2	80.9	918	2,201	18.6	44.6	20	48	0.4	1.0	
Colorado	57.8	59.8	2,141	2,760	12.5	15.8	4,697	5,142	27.4	29.5	
Washington	53.3	54.5	1,667	1,865	9.6	10.7	2,375	2,517	13.7	14.5	
Oregon	66.3	66.4	660	478	13.7	9.9	851	767	17.7	15.9	
California	60.6	64.6	9,115	8,251	12.9	11.9	4,012	4,553	5.7	6.6	
UNITED STATES (Total)	66.5	67.4	315,711	333,210	17.0	17.9	75,719	86,465	4.1	4.7	

The figures for March have been revised; those for April are preliminary.

April 30 Figure
66.5%

April 30th's provisional 66.5 reflects a decline of nine-tenths of 1 per cent from March 31st's final mark, 67.4 and is the lowest figure recorded since the 65.2 reported for the final day of November of 1933.

The Government's releases covering the first four months of 1934 indicate that occupancy for the entire country ranged from approximately six to seven per cent better than during the corresponding months of 1933.

The provisional 66.5 mark for the end of April compares with the percentages for the final day of April of preceding years as follows:

1928 1929 1930 1931 1932 1933 1934
End of April... 69.8 71.8 69.7 65.9 64.0 60.4 66.5

The tonnage figures in the accompanying March-April table indicates that during April a larger percentage (by 1.3 per cent) of goods arriving at the reporting warehouses entered storage (out of total volume received) than in the earlier month.

In April, 391,430 tons (this figure being provisional) arrived at 1,002 reporting warehouses; of this, 315,711 tons, or 80.7 per cent, entered storage, the balance being delivered on arrival.

In March the total (final) arriving volume at 1,000 reporting warehouses was 419,675 tons, of which 79.4 per cent, or 333,210 tons, entered storage, the balance being delivered on arrival.

The provisional 80.7 per cent for April compares as follows with the April percentages of the six preceding years:

1928 1929 1930 1931 1932 1933 1934
April 77.3 75.9 78.7 78.4 78.4 79.9 80.7

Occupancy

THE advance of 6.1 per cent in average occupancy, for the entire country, this past April 30, as compared with the mark recorded for the final day of April of 1933, was reflected everywhere except in a small part of the New York metropolitan district, New Jersey and New York States outside the metropolitan district, Indiana, Wisconsin, Missouri outside of St. Louis, West Virginia, Louisiana, Texas, Idaho-Wyoming, Montana, Arizona and New Mexico, Utah, Colorado, and Washington State. The sharpest recession reported is 27.5 per cent for Montana. Notable advances recorded are 23.5 per cent for Michigan and 22.3 per cent for Kentucky-Tennessee.

The following table compares the April 30 occupancy percentages of 1934 with those of 1933; and with those of 1929, which was the peak year:

PUBLIC RELATIONS

	Occupancy End of Month		
	1929	1933	1934
Massachusetts-Vermont	50.1
Massachusetts	...	49.6	58.2
Vermont-N. H.-Conn.	...	61.2	80.5
Connecticut-Rhode Island	65.7
Rhode Island	...	69.1	70.3
New York Met. Dist.	76.5	62.2	71.5
Brooklyn	79.1	51.6	63.8
Manhattan	68.3	60.1	75.6
Nearby N. J. & Other	76.8
Nearby New Jersey	...	83.1	83.2
All Other	...	50.9	42.7
New York State	74.3
N. Y. State except Met. Dist.	55.0	51.3	...
New Jersey State	78.0
N. J. State except Met. Dist.	46.8	42.4	...
Pennsylvania	71.2	55.6	64.2
Ohio	87.8	62.5	70.1
Indiana	81.7	62.4	58.3
Illinois	78.7
Illinois except Chicago	...	63.0	70.8
Chicago	79.1	57.1	79.0
Michigan	67.6	56.6	80.1
Wisconsin	84.5	63.0	57.9
Minnesota	76.9
Minn. except Mpls & St. P.	...	53.6	54.8
Mpls & St. Paul	77.5	75.7	81.7
Iowa	67.9	48.7	49.7
Missouri	81.1
Mo. except St. Louis	...	62.2	60.6
St. Louis	81.7	60.7	71.5
North and South Dakota	98.3	63.4	79.7
Nebraska	69.8	55.2	63.3
Kansas	84.8	52.2	60.6
Del.-Md.-D. C.	53.4	...	66.8
Delaware-Maryland	...	60.7	...
District of Columbia	...	63.8	...
Virginia and West Virginia	70.4
Virginia	...	71.9	85.6
West Virginia	...	89.9	82.9
No. & So. Carolina	68.7	66.6	68.2
Georgia-Florida	70.6	62.8	64.1
Kentucky-Tennessee	76.8	62.4	84.7
Alabama-Mississippi	81.4	57.4	61.8
Ark-La-Oklahoma	80.3

	Occupancy End of Month		
	1929	1933	1934
Arkansas-Oklahoma	...	63.2	74.7
Louisiana	...	58.9	54.7
Texas	58.5	67.1	49.8
Ida.-Wyo.-Mont.	64.0
Idaho-Wyoming	...	66.9	64.7
Montana	81.2	58.7	...
Ariz.-Utah-New-N. M.	77.2
Arizona & New Mexico	...	63.9	56.3
Utah	...	91.2	79.2
Colorado	75.0	61.8	57.8
Washington	68.0	61.8	53.3
Oregon	67.2	56.4	66.3
California	78.2	52.8	60.6
Average U. S.	71.8	60.4	66.5

Comparing the April 30 occupancy percentages (provisional) with the final ones of March 31 (shown in the Government's March-April table on the opposite page) it is disclosed that the provisional decline of nine-tenths of 1 per cent was not reflected in Vermont and New Hampshire and Connecticut as a group, Massachusetts, the New York metropolitan district as a whole, Indiana, Michigan, Wisconsin, St. Louis, Nebraska, West Virginia, Kentucky-Tennessee, and Idaho-Wyoming. Elsewhere recessions were reported except that Ohio was unchanged.

Tonnage

AS already pointed out, the percentage A of volume reported as having entered storage this past April, out of

total arriving volume, was larger (by eight-tenths of 1 per cent) than the percentage recorded for April of 1933.

Across seven years the April percentages by divisions are as follows:

	Percentage Entering Storage—April					
	1928	1929	1930	1931	1932	1933

New Eng.	74.2	85.5	70.0	72.9	72.4	79.1
Mid. Atl.	79.1	85.8	87.5	90.0	92.5	91.7
E. No. Cent.	85.4	85.0	85.7	84.0	82.0	85.7
W. No. Cent.	72.1	69.8	76.9	72.3	65.6	60.7
So. Atl.	78.9	53.5	79.1	74.3	77.8	78.0
E. So. Cent.	77.3	79.4	74.8	58.4	56.8	67.7
W. So. Cent.	74.7	80.2	75.7	73.1	68.5	75.8
Mountain	50.9	61.0	55.8	60.2	65.0	63.0
Pacific	66.6	64.0	64.8	69.2	56.7	68.6
Entire country	77.3	75.9	78.7	78.4	78.4	79.9
Warehouses reporting	1321	1218	1511	1161	1250	1054

Comparing this past April's provisional percentages with the final ones reported for March, it is seen that the advance of 1.3 per cent was reflected in all except the Mountain section.

By divisions the comparisons follow:

	Percentage Entering Storage		
	March	April	Change
New England	80.2	80.5	+0.3
Middle Atlantic	94.2	95.2	+1.0
East North Central	85.6	85.7	+0.1
West North Central	69.2	74.7	+5.5
South Atlantic	75.7	80.8	+5.1
East South Central	65.1	67.9	+2.8
West South Central	62.9	63.6	+0.7
Mountain	43.9	40.8	-3.1
Pacific	57.5	61.2	+3.7
Entire country	79.4	80.7	1.3
Warehouses reporting	1000	1002	

Establishing Intelligent Newspaper Contacts Builds Favorable Publicity for Industry

By LUCIUS S. FLINT

"SEE to it that the reporters get your side of the story first if you want favorable newspaper publicity," says J. F. Rowan, Denver, executive secretary of the Colorado Transfer and Warehousemen's Association and of allied groups.

His suggestion brings up a question which perhaps has not been given nearly enough attention in many quarters—the growing importance of maintaining friendly public relations through the newspapers. The NRA and other such activities have brought the warehousing industry into the limelight in a previously unparalleled manner. The industry has become a source of news.

Whether that news is favorable to the industry or otherwise depends largely on how contacts with the papers are handled. The first thing to do is recognize the importance of newspaper relations. The second is to learn how they can be handled to best advantage.

With care and study, Mr. Rowan has made an enviable record along the latter line. Despite the fact that Denver is the home of the most radical, crusading newspapers in the United States, virtually every bit of publicity regarding warehouse association activities has

either been favorable or entirely impartial.

One valuable feature of the Colorado association arrangement is the fact that all matters of publicity are handled by the one man—Mr. Rowan. If anyone else is contacted by a reporter, he refers them to Mr. Rowan. This prevents any variation in reports given out. Further, the executive secretary, due to being in constant touch with the whole operation picture, is best able to present any subject in its proper light.

"Of course," according to Mr. Rowan, "most papers have definite editorial policies which are hard to alter, but the fact remains that if they get your side of the story first and get it in a clear-cut and intelligently-presented manner they are likely to favor it over the other one.

"However, there's a definite danger in letting any reporter think you are anxious for publicity. Newspaper men have strong scruples about letting anything be 'put over' on them. With rare exceptions, the information that savors of a publicity stunt is sure to find its way to the wastebasket.

"I've found it well to avoid keeping in too close contact with any newspaper.

I never bother them unless I'm sure I have information that will be of general interest. Thus when we do tell the papers about something they usually print it.

Wires Create Interest

"Whenever I'm out of town, and anything of interest happens, I send the papers a wire. That almost invariably creates interest. And, whenever we send important telegrams to Washington or elsewhere on matters of public interest, we send copies to the papers.

"A wire almost always brings a telephoned request for further details. When a paper asks for information, the source is then in a position to give it more fully and in a light more favorable to himself or to the group he represents.

"Written information mailed to a paper never seems to get much attention. I've found it best to telephone the city editor telling him I have something of interest and outlining it briefly. If he wants it, he'll put a reporter on the line. Information taken in this way almost always gets into print.

"The principle of getting the paper to ask for information applies in giving a

(Concluded on page 44)

FROM THE LEGAL VIEWPOINT

By

LEO T. PARKER

Bad Check Law Interpreted

ALMOST all State Legislatures have enacted laws which specify a penalty applicable where any person issues a check on which payment is refused by the bank because of insufficient funds. Considerable discussion has arisen at various times as to whether a statute of this nature includes all checks, such as one issued a considerable period prior to the date on the check.

Attention is called by S. C. Blackburn, president of the A-B-C Fireproof Warehouse Co., Kansas City, to a ruling rendered this past June 15 by the Supreme Court of Missouri—a decision which in many respects clarifies the usual "bad check law" of different States.

In this case it was shown that a debtor and a creditor agreed that the former should give the latter a note and also a post-dated check for the amount of the debt. When the creditor presented the check at the bank on the date on which the check was to be paid, payment was refused by the bank on the grounds of insufficient funds. Legal proceedings were filed against the debtor on the contention that he had violated the "bad check law" of the State.

The legal question was raised as to whether the law is applicable to a post-dated check, inasmuch as the creditor, when accepting it, relied on the maker to make deposits in the future, rather than upon an assurance that the check was good on the date it was given.

The Court said:

"There is nothing in the language used in the statutes having the effect of excepting a case from the operation of the statute, merely because the 'check' or 'draft' is post-dated. But a more complete answer is found in the law. When the Legislature used the word 'check,' it had in mind the definition of a check given, by law, as follows: 'A check is a bill of exchange upon a bank, payable on demand, except as herein otherwise provided.' It is to be observed that neither the definition of a check nor of a draft says aught about a date. The essence of a check and of a demand draft is that the instrument is an unconditional order in writing to pay a sum certain *on demand*."

It is interesting to observe that the maker of this post-dated check, on which payment was refused because of insufficient funds, was convicted and fined \$200 by the lower Court. This decision was upheld by the higher tribunal. The latter explained the reason for the usual "bad check law" presently in force in numerous States, as follows:

"The part which checks play in the daily business is such that any misconduct with respect to them calls for a just exercise by the State of its police power in the form of statutory penalties. . . . With equal force, we may say that the statutes which we are examining are designed to protect all persons . . . against the evil effects of the utterance of checks upon banks in which the drawers have not sufficient funds. It is a modern nuisance, 'often committed by lawless, reckless, and irresponsible persons.' It disarranges and retards the business affairs of every person and institution through whose hands such a check passes to the bank upon

Warehouseman Collects His Storage Charges

CONTROVERSY has existed from time to time as to whether a warehouseman is entitled to recover storage charges on goods purchased under a conditional contract of sale, which was not recorded, where it is shown that the purchaser of the goods stored them falsely claiming that he was the legal owner of the merchandise.

This point of the law was decided in the late case of *Fidelity Storage Co. v Reliable Store Corporation*, 69 F. (2d) 569, Washington, D. C.

The facts in this instance are that a furniture company sold and delivered to a purchaser certain household goods under a conditional sale contract, which was neither acknowledged nor recorded. Subsequently the purchaser, representing himself to be the owner of the goods, stored them with a warehouse company. Believing the purchaser to be the true and legal owner of the merchandise, the warehouseman accepted the goods for storage and issued warehouse receipts therefor.

Later the furniture company sued to recover possession of the goods, on the ground that the contract of sale gave it legal title to the goods, as the purchaser had failed to fulfill his contract of purchase.

However, in view of the fact that the contract of sale was not recorded, the Court held the warehouseman entitled to recover the storage charges, and said:

"In the present case the conditional sale contract was neither acknowledged nor recorded, and there was actual delivery of the chattels to the purchaser, whose possession was such that a pledge of the goods by him to one taking them in good faith for value would have been valid. The warehouseman's lien under the express terms of the Warehouse Receipts Act was superior to the claim of the furniture company."

Duty to Protect Goods in General Storage

VARIOUS Courts have held that a warehouseman to whom goods are brought for storage has no right to accept them unless he has a suitable place in which to keep them. In other words, by acceptance he undertakes to use reasonable care in storing. What is reasonable care is, of course, dependent on the nature of the goods stored, and may be much affected by the weather.

Another important point of the law is that a warehouseman may insert, in a

Your Legal Problems

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which it is drawn, and from which it returns by the same route to the person to whom it was delivered by the drawer. And this nuisance is so common, insufferable and injurious as to cause the State to resort to 'the just exercise of its police power'. . . . And these views are not changed by the theory that a post-dated check is merely a statement of a future fact, promissory in its nature, namely that the drawer of the check will have on deposit in the drawee bank on the date of the check sufficient funds to pay the check. . . . It is a matter of common experience that in the normal course of business most checks are not presented for payment at the instant time of or even upon the day of delivery to the payee. The test of sufficiency comes at the time of presentation."

Therefore, it is important to know that this decision interprets the law to include *any* check given for a lawful consideration, even though post-dated, as violating the bad check law if such check is not paid when it is presented to the bank for payment.

receipt issued by him, any terms and conditions, provided such terms and conditions shall not be contrary to the provisions of a State law and do not relieve him of obligation to exercise that degree of care in the safekeeping of the goods entrusted to him which a reasonably careful warehouseman would exercise in regard to similar goods.

For illustration, in *Purse v. Detroit Harbor Terminals*, 253 N. W. 228, Detroit, it was shown that a State law provides:

"A warehouseman shall be liable for any loss or injury to the goods caused by his failure to exercise such care in regard to them as a reasonably careful owner of similar goods would exercise, but he shall not be liable, in the absence of an agreement to the contrary, for any loss or injury to the goods which could not have been avoided by the exercise of such care."

A customer stored potatoes in general storage in a warehouse and received warehouse receipts containing the following stipulations:

"This company will not provide or guarantee any temperature on goods placed in general storage. This company will provide any desired temperature in cold storage if expressed herein; but will not be responsible for results. Perishable goods, or goods which are susceptible to damage through temperature changes or other causes incident to general storage, are accepted in general storage only at owner's risk for such damages as might result from general storage conditions."

After the potatoes had been in storage about two months the warehouseman wrote to the customer as follows:

"As you know, when these potatoes were received and put in storage, they showed more or less sprouts and notice upon inspection from time to time they are sprouting more and more. Would advise you have your inspector look at these potatoes and those that are showing the heaviest sprouts be removed as soon as possible. This for your information."

However, the customer left the potatoes in general storage for some time afterward and it was discovered that the potatoes had sprouted and were badly damaged. The customer sued the warehouseman to recover about \$5,000 damages.

It was contended by counsel for the warehouseman that failure by the owner to inspect and remove the potatoes, after receiving the letter, relieved the warehouseman from liability; and also that the provisions in the warehouse receipt prevented the owner from recovering damages for perishable goods left in general storage.

However, it is interesting to observe that the lower Court held the warehouseman liable for \$4,933; and the higher Court upheld this decision, saying:

"The provision in the receipt that the defendant would not 'guarantee any temperature on goods placed in general storage' must be considered in the light of the statutory provision that a warehouseman may not in his receipt 'in any-

LEGAL

wise impair his obligation to exercise that degree of care in the safekeeping of the goods entrusted to him which a reasonably careful man would exercise in regard to similar goods of his own'. . . . Plaintiff had the right to assume that his potatoes were being properly cared for by the defendant [warehouseman], and that the loss he would sustain by leaving them in storage after the receipt of the letter would be due to the deterioration naturally resulting from lapse of time in view of their condition when placed in storage."

Surrender of a Bill of Lading

DISCUSSION arises from time to time as to whether a common carrier is liable under all circumstances for delivery of a shipment of merchandise to a person who is not the legal consignee, without requiring presentation of an open and non-negotiable bill of lading. This point of the law was discussed in the late case of *Terracina v. Yazzo & M. V. R. Co.*, 152 So. 771, Shreveport, La.

In this instance, it was disclosed that a consignee had previously authorized another person to accept delivery of merchandise from a common carrier. One large shipment of goods was delivered to this person without presentation of the open non-negotiable bill of lading. The consignee sued to recover damages from the carrier. However, it is important to know that the higher Court refused to hold the carrier liable, saying:

"All shipments were consigned to plaintiff in open bill of lading, non-negotiable. Such a bill does not have to be surrendered to the carrier, and we are satisfied none was surrendered. . . . We cannot imagine a railroad company permitting one man to get another man's shipment of valuable goods, time after time and month after month, unless it had something on which to base such delivery. We think the defendant [carrier] has sufficiently met the burden by showing a course of dealing and likewise specific instructions."

Burden of Delivery on Receipt Presentation

THE law is well established that a warehouseman is bound to deliver goods represented by a negotiable warehouse receipt presented to him, and that the holder of the receipt is not required to prove that the goods belong to him.

For instance, in *Goodwyn v. Union Springs Co.*, 153 So. 246, Montgomery, it was shown that the holder of a warehouse receipt presented it and demanded delivery of goods represented thereby. The warehouseman refused to make delivery, contending it was the duty of the holder of the receipt to prove that the goods specified on the receipt actually belonged to him. However, the Court held otherwise, saying:

"Before the warehouseman will be permitted to assert this defense, he must show delivery to a person holding the permanent title. . . . When plaintiff

[holder of receipt] offered the warehouse receipt in evidence, showing the weights, proved the demand for delivery and a failure to deliver, the reasonable market value, and made proof of the bond, it made a *prima facie* case, and shifted to defendant [warehouseman] the burden of showing a lawful excuse for non-delivery."

When Storage Charges Have Not Been Paid

LEGAL EDITOR, *Distribution and Warehousing*: Will you please answer these questions? We have several lots of goods stored in our warehouse and they are not worth the storage charges due on them. Can we sue to collect the charges, and still keep the goods in the warehouse? All our local moving is C. O. D. but now and then when we move a job the goods are placed in the home and the owner can't pay the bill; so we take whatever we think will cover the charges, as security. Can we do this? Also, how long can we hold the security before selling? Can we sue to collect when we hold or have security? When selling anything like this, would you do the same as when selling goods for the storage charges, or just notify the party? If a furniture company sells a customer a bill of goods on contract and the customer places the goods in storage without the consent of the furniture company, and the furniture company wants to take the goods back for the charges due them, can the warehouseman compel the furniture company to pay the storage charges?—A. De Groot & Sons Storage Co.

Answer: Obviously, if you prefer you may sue and recover the storage charges for stored goods, instead of selling the goods to recover the amount of the charges. Generally speaking, however, any person who has sufficient money to pay a storage charge will not permit his goods to be sold for the simple reason that usually the stored merchandise is a great deal more valuable to him than the amount of the storage bill.

With respect to taking possession of merchandise as security, you have this privilege so long as the customer permits you to do so.

When selling goods for storage or other charges you must be certain that such goods are advertised and the sale is made strictly in accordance with your State laws. It is advisable for you to consult a local lawyer who has had experience in handling similar business for warehousemen, as he would be thoroughly familiar with the procedure.

With respect to furniture stored by a customer who still owes the seller of such furniture, if the seller has not properly recorded the conditional contract of sale or the chattel mortgage on such furniture, your lien is prior to the seller's lien. However, if you are informed when you accept the goods for storage that such goods are mortgaged, although the mortgage is not recorded, or if the conditional contract of sale or chattel mortgage is properly recorded,

then you should obtain a written consent from the seller in which he obligates himself to pay the storage charges if the customer fails to do so. If you fail to obtain this written consent it is unlikely that you can recover any storage charges if the furniture at open sale fails to sell for a value sufficiently above the amount of the seller's lien to permit you to receive your charges.

Hauling Contract

Legality

LEgal EDITOR, *Distribution and Warehousing*: We would be pleased to have your opinion on the legality under the Pennsylvania Public Service Commission rulings of a contract with a trucker located at Oil City, Pa., as outlined below:

This truck owner has his trucks and trailers registered in the State of Pennsylvania. He hauls exclusively under contract for an Ohio transportation company which now has several affiliated lines on a commercial basis. He transports only interstate shipments for this Ohio transportation company between Oil City (Pa.) and Youngstown (Ohio) terminals, as the Ohio corporation is not permitted to handle intrastate shipments within Pennsylvania.

We desire to enter into a contract with this individual truck owner to transport our products in packages from our Oil City refinery to several of our Pennsylvania branches within a radius of 200 miles of our refinery. Before contracting our intrastate shipments with this trucker we would like to have your opinion on the legality of such a contract.—*The Pennzoil Company*.

Answer: Such a contract would be legal and enforceable, providing it does not interfere with the contract which the truck owner now has with the Ohio corporation; and, also, providing the truck owner has received a certificate or permission from the Pennsylvania Public Service Commission to operate his trucks in Pennsylvania.

Of course, from the standpoint of a truck owner hauling exclusively for one or two firms, under private contracts, various Courts have held that such truck

owner is not required to obtain a certificate from a public service commission, because he is not a common but a private carrier, and therefore is not under the jurisdiction of the commission except that he is liable for payment of taxes for road improvements and must abide by regulations intended to safeguard public travel.

In order that you make certain your legal rights, I advise that you submit your proposition to the Pennsylvania Public Service Commission and receive a ruling before entering into the contract with the truck owner. This plan would be practical, as deliveries of your product may be interfered with if the Public Service Commission sues the truck owner after the contract is completed and the delivery routes are established.

Mortgage Records

LEgal EDITOR, *Distribution and Warehousing*: Some time ago a customer stored some valuable furniture with us. Soon afterward it developed that this furniture was purchased on a conditional sales contract. This contract was properly recorded. The purchaser did not make payments according to this agreement, and the seller refuses to pay our charges. Are we bound to give possession of the goods in the event the seller refuses to pay our charges?—*City Storage Co.*

Answer: Various Courts have held that if the conditional contract of sale, or mortgage, is not recorded and the warehouseman has no knowledge of the contract or mortgage, then his lien is prior and superior to the seller's lien.

An example of this law is found in the recent case (224 N. Y. S. 71). Here a warehouseman accepted two mortgaged articles for storage. The mortgage on one of the articles was recorded, but on the other it was not recorded. The holder of both these mortgages notified the warehouseman that he intended to foreclose the mortgages. This Court held the warehouseman entitled to full payment of the charges on the property on which the mortgage was not recorded,

and that the warehouseman was entitled to payment for storage charges on the other goods from the date of notice sent by the mortgage holder was received by the warehouseman.

In another case (167 N. Y. 121), the Court held that the holder of a mortgage is not liable for the storage charges, except from the time he stated an intention to take control of the goods.

Therefore, the general law is that a conditional seller has prior rights to a warehouseman, if the contract was recorded before the goods were stored.

For this reason, it is my opinion that you can collect your storage charges only if the goods will sell at a higher price than the amount due the seller.

"Private" and "Common" Carrier Decisions

LEgal EDITOR, *Distribution and Warehousing*: Referring to the late issue of *Distribution and Warehousing* we note your legal opinions in regard to Case No. 266 U. S. 577 and Case No. 222 N. W. 718 in the United States Supreme Court; also your reference to higher Court case where a State law was held valid which regulates rates charged by private and common carriers. We are anticipating legislation and also controversies between private and common carriers, and decisions of this kind will be of material assistance. We will appreciate your listing other higher Court cases so that they may be studied by our local attorneys.—*The Weicker Transfer & Storage Company*.

Answer: I am very glad indeed to list the following recent higher Court cases involving private and common carrier rates:

When State may control common carrier (36 F. (2d) 260). When Commission may reduce common carrier's freight rates (169 N. E. 530). State regulates private carriers (53 S. Ct. 181). Legal definition of common carrier (17 P. (2d) 715). Distinction between common and private carrier (19 P. (2d) 197). Courts will not modify freight rates (172 N. E. 708). Group freight rate ruling valid (151 S. E. 433). Law of Common Carrier (12 P. (2d) 1115).

Baseball Helps Solve the Labor Problem!

ONE answer to the growing problem of labor unrest is to get the men thinking along other lines, and the Cincinnati Terminal Warehouses, Inc., has attempted to meet this issue by organizing an employees' baseball team.

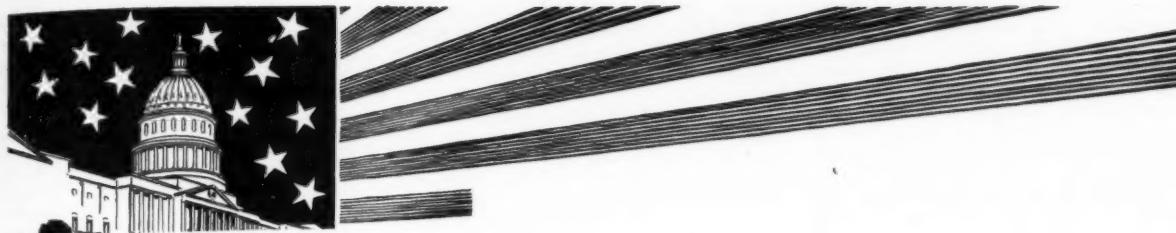
The team, which is entered in the Ohio city's Industrial League, represents nine different departments of the warehousing organization, and "not only has it developed a fine team spirit," according to R. M. Culbertson, the company's operating manager, "but it has done much to bring all the departments of the business into closer, more friendly relation with one another." And:

"As the boys are all first-year men playing against experienced teams they

have not reached the top of the percentage column but they are having a bully good time and Terminal is getting some

worth-while advertising, to say nothing of the exercise we non-players are getting on the side lines."





Washington Developments of Interest to the Warehousing Industry

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Status of Rail Storage Explained with Relation to Eastman and the Code

COORDINATOR JOSEPH B. EASTMAN'S ruling that railroad companies, when furnishing warehousing facilities in excess of those required by the Interstate Commerce Act, are subject to the Merchandise Warehousing Trade Code, has caused some confusion in the Trade among those who were of the belief that the I. C. C. in Ex-parte 104 had denied the right of rail carriers to engage in the warehousing business.

Such was not the effect of the ruling in Ex-parte 104, however. That order merely declared that railroads must not furnish storage in such a manner as to deplete their line-haul revenues, but it placed no further limitation on the activities of the carriers.

This explanation was made by A. Lane Cricher, Washington attorney for the merchandise division of the American Warehousemen's Association. A keen student of traffic and warehousing subjects and an author of recognized works in those fields, it is Mr. Cricher, chiefly, who is credited with bringing about the ruling by the rail Coordinator which restricts the activities of the railroads in the field of warehousing. Wilson V. Little, Chicago, secretary of the Trade Code Authority, also played an important role.

The only service which Coordinator Eastman conceives to be outside the pale of Code jurisdiction is that which is enforced, or involuntary, and that which is "bona-fide in-transit storage temporarily required in the transportation of commodities by common carriers (not voluntary storage under storage-in-transit privileges or other types of commercial warehousing service)."

—James J. Butler.

Cole and Cricher Oppose Federal Loan to Finance a Market in Kansas City

THREE is no public need for a market building in Kansas City, Mo., at this time and construction of such a project would only take business away from private warehousemen, Frank M. Cole, of Kansas City, president of the Midwest Warehouse and Transferring Association, asserted during hearings on July 11 before the Board of Review of the Public Works Administration on application by the Kansas City Public Market for a loan of \$3,550,000.

The hearings were conducted by R. E. Lee Taylor, chairman of the Board, assisted by Huntley Abbott, Irving B. Crosley, P. W. Henry, F. H. Holden, and Ole Singstad, members of the Board.

M. G. Severinghaus, H. R. Ennis, and C. H. Ewald presented testimony in favor of the petition for a PWA loan and were aided by Chester E. Cleveland, Corporation Counsel of Chicago, as associate counsel.

Lane A. Cricher, counsel for the Merchandise Division of the American Warehousemen's Association, testified in opposition to the market project and presented Mr. Cole as his one witness.

Mr. Cole offered testimony from the Kansas City viewpoint while Mr. Cricher reviewed the matter from the national stand. Both were vigorous in their opposition to the proposed market, particularly in the present time of depressed conditions in the warehousing industry.

Mr. Cole pointed out that it was contrary to the public interest and to the purposes of the National Industrial Recovery Act to permit loans to be made by the Government to private interests to build up competition in an already over-crowded industrial field. He said the warehouse industry in Kansas City already was suffering because of this condition and that the construction of the proposed market would necessarily mean removal of considerable traffic from existing storage facilities to the

newer and better located market building.

Mr. Cole emphasized that granting of the loan would in effect constitute the use of Federal funds to aid in the continuance of depressed conditions in the warehouse field contrary and diametrically opposed to the avowed purpose of the Administration to speed up national industrial and business recovery.

Mr. Cricher asserted that such approval might well be taken as a precedent by other industries and lead to the entire disruption of recovery plans. The situation presented by this loan application, he said, had developed into one of national importance to the warehousing trade. Such projects were a menace, he contended, because if such markets were built they would greatly affect present warehouses whether the project was successful or not; as, once built, it would always remain.

The principal testimony in favor of the market was presented by Mr. Severinghaus, one of the three applicants. He explained that the applicants had not yet incorporated but would do so as soon as the Government approved the loans sought. He stressed the point that while the concern would be of private ownership it would be "devoted to the public use" and would be regulated by the City Council. He asserted that the mayor of Kansas City, the City Council, the city manager, all NRA officials of Missouri, the American Federation of Labor, the entire Senatorial and Congressional delegation and a large number of merchants were on record as unqualifiedly endorsing the plan.

The land for the building would be purchased from the Chicago, Milwaukee, St. Paul & Pacific Railway and is located in one of the choicest business centers of the city. It is bounded by Main Street, terminal railroad tracks, Milwaukee Avenue and St. Paul Avenue.

Mr. Severinghaus declared that Kansas City had received only \$1,750,000 in PWA allotments out of the \$3,800,000 appropriated for such activities,

whereas its share should run as high as \$10,000,000. The market project would be entirely self-liquidating, he said.

Answering opposition by the warehousing interests, he declared that such opposition was "based on pure selfishness and upon the remote possibility that if our building should be erected, and it would prove to be unsuccessful for the purpose for which it is designed and erected, it might at some time be used for some business that would come in competition with theirs."

The warehousemen were not a bit concerned with the local unemployment situation, which amounts to 95 per cent in the building trades, he charged. He contended there was just as great a possibility of present warehouses ceasing to be used as warehouses, as for the market to cease to be used as a market. "Even churches may degenerate into warehouses," said Mr. Severinghaus. In conclusion, he stated that "the objections of the warehousemen are based on possibilities too remote for practical consideration."

Members of the Board evinced great interest in the discussion, paying particular attention to testimony on financial set-up, cost of land, assessed values, and proposed form of purchase. The Government would pay particular attention to these items in deciding the case, said Chairman Taylor.

—Michael M. McNamee, Jr.

I. C. C. Extends Time of Truck Body Rail Rates

THE trucking Code has had little effect on the serious competition by trucks with the railroads, according to a petition to the Interstate Commerce Commission by the Pennsylvania, Baltimore & Ohio, and other railroads, which seek an extension of the Commission's order permitting lower rates on truck bodies transported loaded by the railroads.

The carriers seek to meet heavy competition by trucks on shipments between New York, Philadelphia, Baltimore and Washington by transporting demountable truck bodies on railroad flat cars, three 20-foot bodies to each car. The bodies are loaded at store door of consignee, moved by motor to railroad team tracks, the body lifted to the railroad car from the truck chassis, transported to destination, loaded on another truck chassis, and motored to store door of consignee. This does away with expensive terminal handling charges, as well as the delays incident to terminal operations.

The Commission some years ago permitted the roads to charge a lesser rate on truck bodies between the destination points named than to points intermediate thereto, under the fourth section of the Interstate Commerce Act.

Upon the carriers' petition the practice has been permitted to continue until Sept. 6, 1935.

The railroads declared in their current petition that the trucking Code had had no "appreciable effect" upon the competitive situation between the motor

trucks and the railroads between New York, Philadelphia, Baltimore and Washington. This, it was said, is probably because the Code has not been in effect long.

Because of the great system of arterial highways between these cities, it was said, the trucks are taking considerable of both the less-than-carload and carload traffic from the railroads.

—Michael M. McNamee.

National Delivery May File a Brief in Advertising Inquiry

THE Federal Trade Commission will permit the National Delivery Association, this city, to file a brief in defense of its moving and storage advertising which, according to the Commission's attorneys, has the tendency to mislead the public.

A hearing was given the respondent concern before a trial examiner last month; and his confidential report has gone to the full Commission for consideration in conjunction with oral argument to come later.

The company advertises 75 vans for moving services, regular trips between fixed termini, warehouse facilities, and branch offices at numerous points. At the preliminary hearing it was admitted that the company does not own any vans or warehouses, nor does it operate on regular schedules between cities, and that its branch offices consist, with one exception, of an agency. The company contended it has a right so to advertise because all of the facilities listed are available at its call by reason of contracts it has entered into.

—James J. Butler.

Truck and Rail Attorneys Argue Rate Cut Proposal

THE trucking industry should be given the opportunity of operating under its Code before it is penalized by being forced to cut rates to offset reduced rail rates, the Interstate Commerce Commission was advised on July 16, by Harold S. Shertz, counsel for the American Trucking Associations, Inc.

Mr. Shertz spoke in opposition to railroads' plans to slash rates as much as 40 per cent in Eastern territory for the expressed purpose of "meeting motor truck competition," during oral arguments before the Commission.

The railroads, the attorney said, were cutting their tariffs generally below the truck rates and this gave "chiseling" shippers opportunity to force truck operators to cut their rates even lower in order to retain the traffic.

He called for a better cooperation between railroad and the truck in the public interest and urged that the railroads work with the motor industry rather than against it.

Mr. Shertz told the Commission that voluntary responses from members of the trucking industry showed conclusively that the Code was in operation and being complied with by members of

the industry. He said that to permit heavy rail rate reductions at this time would disrupt the entire rate structure and undo all that had been so far accomplished by the truckers in bringing order out of chaos.

The trucking industry, he said, was doing all in its power to stabilize conditions and to eliminate troublesome situations such as those which brought about the railroads' application for a blanket rate reduction to "meet truck competition."

R. J. Lehman, counsel for the applicant railroads, urged that the Commission permit rail rate reductions for the purpose of meeting "unregulated truck competition." Relief was asked, he said, only with regard to those commodities where the truck competition was severe. This competition, he continued, was a "serious menace to the future integrity of the railroads" and steps should be taken to meet the dangerous situation presented.

Commissioner Claude B. Porter interjected at this juncture that he thought blanket authority for the carriers to cut rates when and where they pleased was too much, and that the roads should state specific instances where they wished to cut to meet motor competition. Commissioner Clyde B. Aichison said he was of the same opinion.

Mr. Lehman declared that where and when the roads cut rates for this purpose should be left to the "managerial discretion" of the carriers. If the rates prove "unreasonable," he said, the shippers always had recourse to the Commission for redress.

In a proposed report to the Commission, following lengthy hearings, Examiner O. L. Mohundro recommended that the roads be given leeway to cut their rates by as much as 40 per cent where warranted in order to meet the competition of the highway vehicle. The roads took exception to this, however, on the ground that they should be able to cut more.

—Michael M. McNamee.

I. C. C. Ruling Favors Railway Express Agency

THE Railway Express Agency, Inc., and its wholly-owned subsidiary, the Railway Express Motor Transport, have won a victory over the American Highway Freight Association, Inc., the Interstate Commerce Commission having taken the position that it is without jurisdiction to regulate the activities of the motor transport company.

The highway organization had filed a complaint with the Commission charging that failure by the express company to file tariffs covering the interstate transportation of express traffic by the motor transport subsidiary between South Bend, Chicago, Milwaukee and intermediate points was unjustly discriminatory and unlawful, in violation of the Interstate Commerce and Elkins Acts. The Commission was asked to order the

(Concluded on page 45)

H. A. HARING'S

Developing New Business for Warehouses

"They Profit Most Who See Most Clearly Ahead"

IN the solicitation of new business for the warehouse, two methods are available. These do not mutually exclude each other. Both ought to be followed at the same time, and, indeed, all the time; and yet, only too frequently, warehousemen remember one method every day of their business lives and think of the other only when it is too late.

The warehousemen who have earned a profit during these past years have pursued both methods together. Without an exception, so far as the industry is known to me, the only warehouses showing a profit have won that enviable record because, and only because, they have never forgotten the second method as well as the first.

The first method is the obvious one of going after the business that offers itself. Those accounts are worked which are known to be available.

Throughout all the months, numbering with this issue 102, of this series of "NEW BUSINESS" for the warehouse, by far the majority of the suggestions have been directly aimed at specific commodities. We have culled from hints passed on by warehousemen; we have used our eyes and ears as we pass through their houses and listen to their talk; we have interviewed literally thousands of manufacturers and warehouse patrons; we have sat in conventions and salesmen's conferences beyond count; we have done everything imaginable—to furnish clues of commodities newly coming into the warehouses.

For almost nine years it has been our endeavor to help warehouse solicitation by definitely naming items to be worked into the program of selling space. Few of these commodities have originated in our own brains. The suggestions have been a sort of passing information around from one warehouse to the others. This is the most obvious

THE words "passing away" are written on the world itself and on everything the world contains. Unfortunately, the lettering is not visible. Hence we forget that all things must change to something new and something strange.

The old patriarch, Methuselah, lived to be 969 years old. In all that thousand years, "nothing happened." He left the world looking almost the same as when he entered it; because, in his age, changes were dreadfully slow. Men, at that time, were little better than animals. But, in our day, brains outstrip brawn. We travel a faster pace.

To wish for "the good, old days" marks one of us as "out of date." It means that the wisher has failed to grow,

mentally, with the times: he would like to embalm his past. To do so requires less ability, and less effort, than to change himself to fit changed conditions. But—and it is well to remember this—the methods of the "good, old days" would not earn you a living today.

No business, run on those principles, could earn a profit.

Do not mistake me. I do not refer to the "times" of your grandfather, or worse. I mean "only yesterday," as it were. Let me cite only one illustration.

A neighbor and close friend of mine "retired" from business in 1919 immediately when Prohibition became the law. He was very rich, having made a fortune in the liquor business as American rep-

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**Adapting Solicitation to
Changing Conditions**

and most natural way in which to fight for new accounts.

Every warehouse follows this method. It is a logical way to sign up new accounts. It is definite and simple. Only a fool would miss it.

The second method of solicitation is more vague, because it deals with ideas rather than commodities.

It is the plan of studying changes and developments as they creep into warehousing, so as to see ahead into next year's requirements and to be always one step ahead of competitors.

A warehouse whose management sees what is ahead before it happens is able to offer patrons a new service almost before they had known they would want it. When the manufacturers are debating a shift in distribution procedure along comes Mr. Solicitor with a proposal which nicely fits their new need. At the moment of their sensing that some change would be necessary, the warehouse has anticipated the situation and stands ready to meet it.

This studying of changes in the industry, and changes in the needs of distributors of goods, is the second method of tying up new accounts for the warehouse.

It is more vague than to think of a single commodity. It is a look ahead. Nevertheless, of our successful warehouses, few if any have won out by any other method. Only by anticipating new developments, and being early on the ground to supply them, have some warehousemen consistently earned profits.

We may speak of their "luck" or "good breaks"; but, if we admitted the truth, it is less of luck and more of downright foresightedness.

They have studied changes as these have crept into the business.

They have seen a new need and have supplied it.

resentative for a world-famous English whiskey. During "Prohibition" he refused to have anything to do with liquor in any form (I never knew him to put a drop of it down his throat). But, a year ago, when Repeal was imminent, this man told his friends repeatedly that he would reenter the business.

Late last summer he made preparations to quit his life of ease and to "make another million," as he frankly stated the case. During August of 1933 his telephone was constantly on the ring, with long distance calls to and from the whole United States and almost daily to England.

It so happened that I did not see him for two months, September and October.

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Early in November we met. We ate luncheon together. I could hardly believe my eyes: he was nervous as a criminal and his sentences were filled with curse words about this concern in Cincinnati and that one in Atlanta, whose methods of transacting business were "terrible." Since that month we have met many times. But, in nine months, that friend has aged ten years. He has lost twenty-four pounds in weight. He can not sit still half a minute, and his family is frantic all the time.

The trouble? Himself.

He is trying to conduct business as he did sixteen years ago. But, in these years while he has been "retired," a new generation of dealers has developed. Fifteen years of bootlegging has altered the selling of liquor. It has changed buying habits far more. "Everything is so different," says he. He, however, thinks just as he did in 1918. He tries to sell as he did then. He attempts to make contracts, under the mistaken belief that jobbing and retailing are as they were.

He is, in brief, a failure. But he is too stubborn to yield. For nearly a year he has been wearing himself down in futile effort to make the business world conform to his "old fashioned" ideas. And, only yesterday when talking with me, he admitted that he had lost money! "I would be a hundred and fifty thousand dollars better off today," says he, "if I had kept to fishing and stayed out of the business."

"The good, old times" are not so very far behind us. Change has come so fast and furiously since the war that we forget the strides we have made.

We forget, too, that even the warehousing business is not what it was ten or fifteen years ago!

Eleven years ago neither you nor I had a radio. Nine years ago probably neither of us had sat through a sound movie. Twelve years ago short skirts for our womenfolks, along with sketchy underthings, shocked the older generation; a bootlegger was a curiosity; a prime investment for a university or a widow was the bond of an interurban trolley line; a man hid it from his employer that he had bought an automobile on "time"; an automatic refrigerator was unthinkable to any but the very rich; and thirty millions of our people had never tasted an iced drink nor enjoyed solid butter in the summer time. Not in the dim past of musty history! But in the years your son was preparing for high school!

And, about that same time, merchandise warehouses owned stables and harnesses and horses and worried about the stench of manure piles.

Solid carloads of goods were set off on their sidings every night for unloading.

Pool-car distribution was still so novel that warehousemen boasted of it, advertised it as a new service, and made a fortune out of the spread between CL and LCL freight rates.

Only two, possibly three, railroads had befooled themselves of vast terminal

warehouses to use the air-rights over the tracks.

Not a single real estate promoter had seen the opportunity to float 380 millions of "terminal warehouse bonds" and, out of the proceeds, swamp a whole industry with too much space.

"Hand-to-mouth" buying was so new that a man was bothered to make his family, about the breakfast table, understand why it mattered to warehousing.

The jobber was still in his prime, with no one threatening to "eliminate" him from business.

Think over these changes.

Horses, pool-cars, terminal projects, hand-to-mouth, jobber, Universal Car Loading, pick-up and delivery—each of these has introduced a deep change in our merchandise warehousing. All, too, within the span of twelve or fifteen years. All have burst into the horizon of our lives in the years since we had "Sundays without gasoline" and since we paid thirty cents a pound for sugar.

Can you, indeed, remember those Sundays when only the doctor and the undertaker could lawfully ride his automobile; or, how you smuggled sugar into your attic and double-locked the door?

These changes are facts of the past. Anyone can see them, because they are written indelibly in our history.

Studying Changes Ahead

ALTHOUGH we recognize that changes are everywhere about us, it is easy in business to plan as though no change lies ahead.

We employ men, purchase trucks, approve budgets, and do a hundred other things—without weighing the effect of new conditions. The five years since September, 1929, overflow with suicides of men whose plans went awry, chiefly for the reason that they made no allowance for changes. They were caught unalterably by commitments which prevented a shift to meet the altered world of business. The bankruptcy record and the defaults in obligations portray the identical situation for companies and corporations.

He is less likely to be mistaken who looks forward to a change than he who regards business conditions as fixed and stable. The changes may be painful, and they bring worry, but they are not to be escaped.

Any warehouseman, therefore, who gives all his thought to pursuing this or that new account without definite planning for change in warehouse distribution is heading himself for trouble. And, in the long run of years, his profits will be doubtful.

It does no good to bewail that "things are not what they used to be."

Your profit-and-loss account shows nothing but figures: it has no column for excuses or weeping.

The warehouse will make money if its management remembers to solicit new business by both the two possible methods: first, fight for a share of the accounts available; and, second, study warehousing for new developments creeping into distribution.

In 1921—just about the year of which we have been speaking when thinking of all these changes—a nationally-known manufacturer was perplexed about consignment selling. Only a year or two before that time, he had had trouble in Texas as a "foreign corporation." In that State he had taken a heavy loss, owing to his failure to comply with the familiar laws. This failure prevented him from suing to collect; and he suddenly discovered that carelessness had made him liable to bad accounts in a way never suspected.

In May of that year a western warehouseman in person made a call at the home office of this corporation in Massachusetts. He came to propose a change in the way of handling the goods. His idea was so timely and interested them so much that he was held all morning, being passed by the traffic manager to a sales manager and by him to the general manager. They asked him to join a group of officials for lunch; and, when the hour arrived, he found himself with seven of their men. Both the treasurer and the president were among the number.

They listened and they questioned.

The warehouseman—remembering that this was some years ago—saw troubles ahead for all consignment sellers. He had come to present a plan.

At that time the plan was new.

Today it has become the ABC of merchandising warehousing—namely, the use of a warehoused stock to overcome the difficulties of selling by consignment.

In May, 1921, however, it was so novel a scheme that the highest officers of the manufacturer were called upon to pass judgment.

I need hardly tell the result.

That manufacturer shifted from consignments to warehousing. Today that particular warehouse, located out beyond the Mississippi, remains in his memory. And, during June of the present year, this manufacturer told me for possibly the dozenth time that he continues to reward that warehouse by carrying with it the second largest stock of goods (New York City holding first place). No sort of competitive solicitation will budge that account.

That warehouseman was studying changes ahead. His house, I happen to know, has always done well.

His solicitation of new business follows both the methods we have named. Neither is overlooked.

All Warehousing Is Changing

TWENTY years ago, which means just before the war, the ordinary corporate name of a warehouse concern was "Transfer & Storage Company."

As a matter of bare fact, the older concerns did not begin even with "Storage" in the name. Their origin rests back on hauling altogether. Most of them had a humble beginning as truckmen only, and it was a new dignity when hauling came to carry the name "Transfer." Storing of goods developed from hauling, but unfortunately we have no history to tell us who first announced

himself for "Storage." We can guess, though, that this added service came because some individual visioned more profits from "storing" than from "hauling." Probably the idea was not confined to one man or one city, but occurred to many about the same time.

Ten years ago, "Transfer & Storage" as the corporate name yielded to "Warehousing Company." Warehousing grew so tremendously that good houses in good cities enjoyed full occupancy during those years of 1927, 1928 and into 1929. Many of them leased space, outside their own premises, for overflow. Storing and handling was the principal factor in the business.

Keen-sighted warehousemen could see, all the time, a change ahead.

The "accredited account" was growing in favor with manufacturers.

The broken package, for some commodities, was becoming necessary in order to satisfy small-lot buying.

Exhibition of wares; accommodations for salesmen; more or less complete "marts"; faster handling of small deliveries; arrangements for requisition of stock by local dealers; many forms of sales assistance—such services, when offered by a warehouse, met with hearty acceptance.

Meanwhile came the motorization of deliveries.

I waste words to picture the fast-moving events: the horse out and gasoline in; all sorts of jitney and harum-scarum delivery systems, the invention of the light-delivery truck on a short wheelbase; the establishment of reliable inter-city trucking lines.

Then the sudden awakening of the rail carriers, first, by their speeding of movement of cars over the line; second, by all sorts of pick-up and delivery as a supplement to the rail transportation of freight.

The "Transfer & Storage" is no longer content to be known as a "Warehouse." "Warehouse" suggests that the goods are at rest. Today, goods must move. Our warehouses, accordingly, are fast changing their corporate names once more. They seek to be known as "Distributors."

Their chief service, as men see the commercial changes ahead, have gone beyond "hauling" and "storing" and "delivering" and now the great function of the merchandise warehouse is "distribution." They do haul and of course they do store and deliver. Nevertheless, looking into the years ahead, the up-to-date warehouse is fast assuming more and more of the selling services, either directly or indirectly, by making it simpler for the manufacturer to sell.

To "distribute" means that the warehouse will go far afield from just storing and handling the goods.

Nor will these services of distribution be identical for all localities.

In the eastern cities, for one example, the merchandise warehouses are experimenting with new methods of handling the small delivery, necessitated (1) by the five-day week which is already the rule at nearly all the places where they deliver, except retail stores; (2) by the

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demand of all retailers for half-day deliveries throughout the city, i.e., morning orders to be received before noon, and afternoon orders not later than 4:30; and (3) by the immense increase in collections from C.O.D. retailers, whose credit rating is falling lower and lower. The C.O.D., as handled in the past, delays the truck, holds two men for ten to fifteen minutes per delivery, and, with the multiplicity of tiny lots, cuts the day's deliveries per truck to one-half what it was a year ago.

City warehousemen, in the East especially, see these changes as real problems to be solved. If they are to qualify as "distributors" for distant manufacturers, they must find a method to render these services. If they do not, some one else will and will take away the accounts. At the same time, they must render the service at so low a cost that a profit remains to the warehouse at the end of the month.

In the central States and the Midwest, manufacturers are crying out against consignment selling. For three years the strongly financed manufacturer has enjoyed a trade advantage against the "small fellow", through his ability to put out goods on consignment.

Suddenly, the Codes have forbidden the practice. That sounds simple; but the manufacturers have not found it so. Consignments were easy to set up but they are exceedingly difficult to end; stocks will not be returned, because consignments are too sweet for the retailer. The manufacturers, too, are only half-hearted in trying to end the practice, because they dislike to give up the control of marketing. Yet their credit losses have been staggering.

To us, who understand warehousing, the solution seems plain. It is.

The only fly in this ointment is this: how to tell all the manufacturers the way out and tell the right officer.

Here and there a warehouseman has made strong presentation, with good solicitation, and he has captured these accounts; but, as a whole throughout 20 or 24 States, sellers on consignment are stumbling over a muddy road with their headlights out of commission. They do not understand what the warehouse can do for them and how inexpensive the service would be.

In other sections of the country, "distribution" relates more to transportation. Quickness of delivery and lowering of cost are both important. Naturally these matters are more acute where the market is a long distance from the manufacturing centers—as for Texas with its great consuming markets; for the intermountain areas with their scattered markets and thinner population; for the Pacific region other than the seaport cities; for the southeastern States with their irregular spacing of buying power.

Transportation Problems

IN one sense, these problems of transportation are as universal as merchandising warehousing itself.

It is only a few years ago that the package-car, the mixed-car, the consoli-

dated-car and the peddler-car took away from the railroads the fat of their LCL shipments. Traffic managers pitted their ingenuity against the published tariffs to whittle down the freight rate—going even to the point of getting sidewalk and wharf delivery as a part of the through rate.

Warehousemen sat by, rather enjoying the game—although shortly they found that they also were sufferers. Pool-car distributing began to disappear, as these distant consignors of goods devised new loop-holes in the I.C.C. rulings and the tariffs. In another few years warehousing faced an even greater loss, when unregulated truck transportation brought a clutter of motor-driven vehicles to the delivery sill of the warehouse. The wildcat truckers robbed the warehouse of its hauling revenue, swamped both receiving and delivering facilities, and generally slowed down and hampered operation of the house while snitching away its drayage income.

Today, with the railroads offering pick-up and delivery within the quoted freight rate, "more fuel is added to the fire," as one warehouseman writes to me.

Some of the industry, seeing ahead, awoke to the danger and took control of the trucking. The warehouse tie-up with inter-city motor trucks is familiar to all.

We shall remind our readers only of how the situation was met in one locality: in Dallas and Fort Worth, where, some seven or eight years ago, the larger warehouses banded themselves together to operate truck lines for joint benefit throughout the trade areas of those two cities. These truck lines made contracts with the warehouses at a uniform rate of 10 cents per cwt. for delivery of merchandise to the warehouse sill. All other local truck lines necessarily had to follow this same policy. Then, when the railroads announced free pick-up and delivery, the rate was already established and they agreed to pay the same price. Since that time the rate has declined, uniformly of course to all, but the warehouses, by cooperatively attacking the problem years ago, remain in contact and in control of the local delivery services. Presumably they do so at a profit.

The important thing to bear in mind is this: by seeing the change before it swamped them, these warehousemen met the situation, took it in hand, and have managed to turn the threat of ruin into a profit to themselves.

A similar thing has developed, at several centers, out of the package-car companies in competition with established warehouses. These package-car companies, as originally launched, aimed to use the warehousemen's local influence to create carloads of merchandise and to compensate them by making these local agencies for storing and delivering the goods. Out of the severe business situation of these years, however, many a warehouse has found the contract to be the source of operating loss rather than the profit as anticipated. Other undesirable features have developed.

Groups of warehouses have organized

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their own package-car concern to serve cities located rather close together but yet a long distance from the eastern manufacturing centers. One of these, again from Texas, is known as the Lone Star Package Car Company, it being made up of eight or ten warehouses in as many cities of that State. Last February this company initiated operation out of New York City and eastern seaboard territory, using the Morgan Line of steamships which conveniently serves Texas points, with or without rail beyond Galveston-Houston wharves. From other regions of the United States, notably Central Freight Territory, all-rail shipments to Texas are made.

Thus, once again, by looking ahead to the changing needs of their patrons, a group of warehouses has done a high-grade job of soliciting business. Presumably, again, the warehouses are finding it profitable. They would quit, if the losses were great.

Look for Changing Conditions

A FRIEND of mine, Mr. Bruce Barton, in one of his brief sentences put the whole matter thus:

"When you're through changing, you're through."

When one remembers what the world has witnessed these past dozen years he should hesitate before deciding that "anything is fixed." Certainly business is changing, and fast at that.

Merchandise warehousing itself has seen more ups and downs these years than ever before in the forty years of its history. Unless all signs are dead wrong, yet greater changes will occur in the next five years. They are, in fact, already upon us.

To solicit new business, therefore, solely by following a program of pursuing new accounts, may lead to disaster. The executive may wisely devote time also to studying the changes and developments which are creeping into the business, in his own house and in his own city, with a view to changing his methods. Better heed Bruce Barton's hint so that it may not be said of you: "You're through."

One warehouseman has recently written to me two highly suggestive paragraphs, when discussing this very subject in a letter. His paragraphs are:

"In winding this up in a few words, we simply anticipated the changes that were coming into our warehouse business. We have kept

control of the distribution in our city. Today we are handling more tons of freight through our plant than we ever handled before. The return to better conditions and prices will give us a more profitable operation than we ever had. We feel it has been a success to study threats of change before it is too late.

"Without these new endeavors, I hardly see how we could have kept our doors open during the past two years."

Painful but Needful!

READ that final paragraph over once more. Then, run your eye into that first paragraph again, and read his statements about "more tons of freight than we ever handled before" and "will give us a more profitable operation than we ever had."

Doesn't that sound like a warehouse you would like to control?

Truly, the changes in business are painful at the time they come. But they are needful—at least we can not escape them—and they yield most generous profits to the man who sees most clearly ahead and lays a plan for those developments which come into the business.

Changed Conditions in the Heating Industry Offer New Opportunities in Merchandise Warehousing

By A. E. LUCKENBILL

SEVERELY curtailed building of new homes during the past several years is but one factor contributing to major changes, in the warm air heating industry, which have created a new market for merchandising warehousing facilities and service. A comprehensive understanding of just what these new opportunities consist of, and of the methods it will be necessary to pursue to capitalize upon them, requires touching upon details which may upon first consideration appear extraneous. Let it be understood first of all that this information concerns itself exclusively with warm air furnaces designed and constructed for residence service.

During normal business years the big market for the product under discussion has been the new house field. The annual replacement of worn-out equipment has been the second large market. A considerable number of the larger manufacturers maintained rather extensive branch office and warehouse facilities. Sales and deliveries were made out of these offices through factory representatives serving the furnace, sheet metal and hardware dealer trade. Some jobbing business was done, but the bulk of volume was accomplished as indicated.

That many of the larger dealers, either by reason of their activities involving both direct retailing to the consumer and reselling as a jobber to other dealers, or

solely because of the volume of their purchases, enjoyed varying discounts beyond the current trade base, is today common knowledge.

This picture has changed sharply. The prolonged inactivity of the building industry and its loss of volume to furnace manufacturers has resulted in large numbers of factory branch offices and warehouses being discontinued because of their growing burden as overhead, in proportion to profit revenue derived from sales made. Furthermore, under NRA, the Warm Air Furnace Manufacturers' Association now recognizes only two distinct trade classifications, namely:

1. The *dealer*, who resells direct to the consumer, contracting for the installation of the equipment sold.

2. The *jobber*, who resells exclusively to the recognized furnace dealer and who engages in no consumer sale or installation contract activities whatsoever.

Largely because of NRA, prices in the furnace industry are today more stabilized than for many years past. It is in direct violation of the furnace Code for a furnace manufacturer to sell either trade classification at anything better than the published sheet price applying to such classification, as in effect at time of shipment.

These facts cause the legitimate jobber once again to be of greater interest to furnace manufacturers than had held

true over a considerable span of years.

Of significance to warehouses is the fact that the number of recognized jobbers, in many localities, is limited.

As a result, the following is a typical picture of a condition which newly obtains in the heating industry this year:

Let us assume a fairly large center, or trading area, which boasts, say, three recognized furnace jobbers. Each of these jobbers confines his efforts to one make of furnace. This leaves all other furnace manufacturers formerly also operating in that area without local wholesale distribution, and imposes upon them the disadvantage of less than carload shipments direct to their dealers in competition with carload shipments, and rates, by three manufacturers, to the respective jobbers. As the freight allowances (which are part of the price set-up) of the various manufacturers are arranged, this difference in freight is in many instances sufficient from the dealer's standpoint to be a factor in resale, the nature of the product involving considerable weight.

The situation as a whole suggests that merchandise warehouses which are interested in handling this class of goods pursue the subject further, as follows:

1. Determine through local investigation the names of active and recognized furnace jobbers and the makes of furnaces they sell.

2. Determine by similar investigation the identity of other makes of furnaces also in popular use in the same area.

3. Establish through dealers in these "other makes" whether direct factory branch office and warehouse facilities are still maintained or have been discontinued.

4. Communicate with and sell to the manufacturers whose names are obtained as "prospects," the facilities and service offered for more effective distribution throughout whatever is considered the normal trading area of the city or territory in question.

Supplementary to the foregoing, the following pertinent observations concerning the subject are of interest and in order:

The anticipations of the furnace industry, with reference to resumption of residence building in 1934, are regarded as decidedly conservative.

A vast furnace replacement market among residences now standing has been

DEVELOPING NEW BUSINESS

accumulating for more than four years. It is anticipated that this field will show considerable activity, and the plans of furnace manufacturers generally indicate that their efforts will be largely concentrated on this business.

Furnaces being a utility rather than in any sense a product with the least popular sales appeal, thousands of those now in operation have been used to the point of their present serviceable condition being deplorable. This makes postponement of replacements, in large numbers of cases, for another year, a physical impossibility.

Price increases effective in 1933 and the likelihood of further advances this year have resulted in substantially increased purchasing activity on the part of jobbers to date this year, even though dealers are still largely disinclined to buy for stock.

Today's more wholesome banking situation, and particularly the effect of Federal Deposit Insurance, have made

available funds for necessary improvements which have been out of the question for the several hectic years of the recent past. Home comfort and health, heating — furnaces — should share substantially in the improvements toward which these funds will be expended.

The furnace industry appears logically pointed to better things during the months ahead, and the possibilities this fact holds to merchandise warehouses, under the existing set-up, appear well worth while investigating.

The "heating season," from an equipment sales and handling viewpoint, is of several short months' duration, and it is axiomatic of the industry to "work nine of the twelve months of the year for the business actually accomplished during the other three months." Early attention to the subject is therefore both desirable and imperative if profitable business in furnace warehousing and distribution is to be secured.

Making Friends with the "Kiddies" Builds Business for Lyon Company in Pasadena

THE widely publicized Pony Express Museum owned by W. Parker Lyon, Sr., enters into the publicity picture for the Lyon Van & Storage Company quite largely through its appeal to the kiddies, according to W. Parker Lyon, Jr., local manager of the Lyon warehouse in Pasadena, Cal.

"The kiddies," according to Mr. Lyon, "are our best advertisers and they furnish grand entree to homes. More than that, they make the school teachers our friends and they constitute the clientele of the future. Children in southern California are not apt to move elsewhere to live when they grow up, so the more closely we can tie them to the Lyon organization today, the better it will be for us fifteen years from now."

Each year scores of thousands of

school children are taken through the museum by their teachers. The latter are required to get the free passes at the company's office. Mr. Lyon, Sr., is always on hand to show the crowds through and to explain each museum piece.

A requirement is that the teacher have each pupil write a letter addressed to Mr. Lyon as an English composition telling the things that most interested him in the museum. These letters are handed to the teacher, who turns them over to the Lyon firm. Here is an example of letters received:

"Dear Mr. Lyon: I enjoyed going through the museum very much.

"I like Billy the Kid's gun, and I like the kettle which saved Bill

Cody's life. The old pianos and organs were also interesting. I liked the old bicycles especially much.

"I had a very nice time at the museum and hope I can go again.

"Thanks again for taking us through and showing us all the interesting things in the museum.

"Yours truly,
"Billy Brandstetter."

The passes the children receive are the size of a postal card with a detachable perforated stub. The stub is torn off and kept by the museum but the child keeps the rest of the card, which has a picture of the museum on it.

"This is not merely a stunt," says Mr. Lyon. "It must be remembered that most of these letters are written as 'home

(Concluded on page 46)



Above, the nationally-known Pony Express Museum

Left, W. Parker Lyon, Sr., surrounded by school children

... MOTOR FREIGHT and

Reg. U. S. Patent Office

Department Conducted

Synthetic Enamels Save Money on Truck Body Refinishing

And Time Conserved
Is Important Also

NEW quick-drying synthetic enamels for refinishing truck body exteriors have two outstanding points in their favor; namely, they enable a job being done at a low cost; and they make it possible to get the truck back on the road the second day.

Of the two features, the time element is more important. The new enamels become dry and dust-free in from three to four hours. This is made possible by the use of synthetic resins. Re-coating can be done overnight. Thus a truck finished one day can be driven out of the shop the next day or will be ready for lettering and for varnishing where desired.

As for the quality of work accomplished with this new refinishing material, the finish resembles porcelain in fineness of texture. Any fair surface can be hidden solidly in one coat, the film having fine-flowing qualities with excellent leveling. Another feature is that this finishing material can be used on old finishes either over metal or wood.

Synthetic enamels represent a new type of formulation of the highest quality containing a chemically-evolved synthetic resin or other materials to replace regular tree resin. They make possible the accomplishment of the job

by spraying as well as by brushing. They make unnecessary the former varnish protective coat, and they combine the color coat and the finishing, or third, coat in one.

Preparation for a job means simply the washing of the body and other parts free of all grease, smoothing up before and between coats with gas-sanding, and then thorough drying.

In application, this new enamel revives the art of refinishing as it existed in the old carriage days. In other words, it requires a clean shop, clean brushes, and good brushing. In winter it requires also a room being kept at approximately 70 degrees temperature.

It is best to establish a special room for this work, the reason being that the truck being worked on can be kept in a dust-free condition. This is particularly necessary for a good job. Another next reason, and possibly the most important one, is that during the spraying work it is desirable to keep other vehicles out of the way; because, unlike lacquer, the new enamel spray dust remains wet and penetrates after it has been sprayed and as a result cannot so readily be removed from other cars should the spray by chance contact them.

INASMUCH as these new enamels are of a thicker consistency than lacquer, it is essential in their application to use more air force in spraying—possibly by 40 to 50 per cent. By the same token, it is necessary to use the latest type of air-nozzle with its larger air port.

A truck done at night can be ready the next morning providing a single color is employed. However, if two colors must be used it is still possible to do the job in one day and without masking. This is accomplished by using the brushing quality of synthetic enamel on the fenders or other parts requiring the black or trim colors. The brushing synthetic enamel thins with turpentine and is not made to spray.

Dust-Prevention

Getting back to the dust-prevention, it is advisable to have a cup of shellac handy before spraying, in order to cover the hood latches and other parts which ordinarily retain dirt even after a thorough washing or air-spraying. By shel-lacing these parts and all places in their

vicinity it is possible to seal in the dust. Usually without this procedure such dust remains to plague the worker after spraying occurs.

In two-coat work, allow not longer than 1½ hours for the drying of the first coat before proceeding with the second coat. If the drying process is allowed to go beyond this period it will be necessary to wait twelve hours before proceeding with the next coat. This is due to the fact that in the oxidizing, evaporation of solvents and hardening of the molecules within this finish, certain conditions arise during that hour-and-a-half period to render second-coating at that time necessary in order to get the best results.

Synthetic enamel dries from the surface inward, being soft underneath. Actually, it is four or five days before the finish is thoroughly dry. However, that has no bearing on the question of the truck's use the second day. The hardening which has occurred by the second day is sufficient protection.

In actual cost per gallon, the new enamel differs little from other finish

materials. But because of the fact that it builds up faster and goes a longer way, in use it is roughly 25 to 30 per cent cheaper.

Another point, from an economy angle, is in the use of thinner. It is not necessary to use the more expensive lacquer-thinner for reduction purposes. A less expensive synthetic reducer should be used. Best results and complete freedom from orange peel are secured when the reduction amounts to from 40 to 50 per cent. The thinner should be supplied gradually and not in bulk. If the latter is resorted to, separation sets in.

Spot refinishing is not successful with the synthetic enamels. It is necessary to respray or rebrush the whole panel.

As there is no lead or benzol in this new enamel, it may be considered safe to work with.

Menasha Firm Builds

The Remick Transfer Co., Menasha, Wis., is erecting a \$7,000 warehouse, one story high and 90 by 100 feet.

TRANSPORTATION ...

by F. Eugene Spooner

Unusual Piece of Long Distance Removals Equipment Placed in Service by Evanston Warehouse

EQUIPMENT placed in Allied Van Lines service by the Evanston Fireproof Warehouse, Evanston, Ill., differs materially from the standard type of furniture van, and Joseph L. Corcoran, the company's operating executive, supplies the following for household goods warehousing's information:

"The use of the Autocar tractor with a length of only 71 inches from the front of bumper to back of cab enables us to increase the trailer body so that practically 1445 cubic feet of furniture can be hauled and still be within the Illinois limit of 35 feet. The complete unit measures 34 feet 10 inches from front of bumper to end of tail gate and has a load capacity of from 35 to 40 per cent greater than the convention type of van.

"The picture of the interior shows the use of automatic fire extinguishers within the van itself; this we believe is an unusual feature. There are six of these extinguishers, three on each side, and they are fastened to the uprights in apertures cut in the veneer lining. They

are protected with metal plates so that they will not be damaged in loading. The metal guard plate was removed from the first extinguisher in the photograph so that the extinguisher itself can be seen. Each extinguisher has a fusible metal link which melts when the head inside the van reaches 150 degrees, automatically bringing the extinguisher into action and smothering the fire. The chemical used will not damage the finest fabric or finish.

"Both tractor and trailer are equipped with 9.75 x 20 balloon tires cushioning the load and enabling the vehicle to travel at fair speed across country without damage to the highways.

"A commodious sleeping compartment with a coil spring mattress, for the relief driver, has been constructed in the cab over the driver's seat.

"The Autocar tractor is a U. D. model with 97-inch wheelbase. It is a 6-cylinder engine with 5 speeds forward and 1 reverse. The fourth speed forward is a direct drive and the fifth is an over-

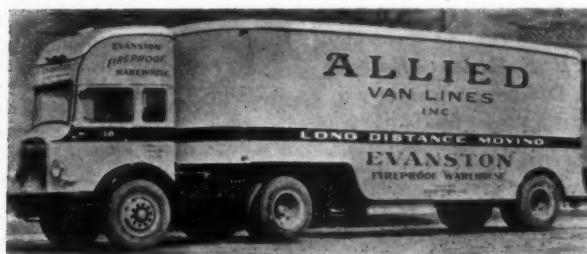
head. The tractor has a grade ability, with a gross load of 30,000 pounds, of 2½ per cent in high or direct drive, and a road speed of 48 miles an hour.

"The trailer was made to order by the Kentucky Trailer Company, Louisville, Ky., and was selected principally because this company was able to deliver a 25-foot drop frame trailer of unit construction without welding the frame.

"Body and cab were designed and built by the General Body Company, Chicago. The trailer body is 25 feet long with an inside height of 7 feet 11 inches and inside width of 7 feet 4 inches and overall height of 11 feet 4 inches. The lower panels are of galvanized steel and the upper ones of aluminum. The floor is of maple, interlocked, and the body if fully lined with a 3-ply veneer. There is a spare tire compartment holding two spares in the front of the trailer body, with a picture compartment above. In addition to the full length rear doors there are double side doors on the right hand side.

"The height of the unit empty is 18,840 pounds, and the weight distribution is almost ideal, or almost 10 per cent of the load to each of the ten tires. Distribution, empty: front axle, 31½ per cent; middle axle, 36½ per cent; rear axle, 32 per cent. Distribution, loaded:

(Concluded on next page)



Above, Evanston firm's tractor-trailer combination with 1,425 cu. ft. body

Left, interior of van, showing automatic fire extinguisher arrangement

New Type of Long Distance Van Adopted by United

ILLLUSTRATED here is the new type of van unit which United Van Lines, Inc., has adopted. A short coupler reduces the length considerably.

This piece of Autocar equipment, with 1,250 cubic-foot capacity, has just been

placed on the road by Sloan's Moving, Storage & Express Co., agent for U. V. L. in St. Louis.

More of these units will go into service for United in the near future.

(Concluded from previous page)

front axle, 22 per cent; middle axle, 38 per cent; rear axle, 40 per cent.

"We checked the motor laws of all States carefully before the van was constructed and it complies with most of them. There are eleven States in which our van would not be permitted, due to either weight or length restrictions, or both—namely, Alabama, Florida, Kentucky, Mississippi, New Hampshire, South Carolina, South Dakota, Tennessee, Texas, Vermont, Wyoming.

"In addition, Idaho, Utah and Washington require that the first two axles on the semi-trailer be at least 120 inches apart. While our van complies with all other restrictions in these three States, our first two axles are only 97 inches apart.

"It would be a boon to all businesses engaged in interstate hauling if the various States could agree on a co-ordinated set of regulations and restrictions so that we would know where we are."

P. R. R. Reduces Rates on Delivery Services

THE Pennsylvania Railroad announced in Philadelphia on July 11 a reduction of 5 cents a hundred pounds in the minimum rate at which its new collection and delivery service for merchandise freight can be operated. The company also announced cancellation of the minimum collection or delivery charge of 25 cents on traffic moving to or from connecting lines not providing the service.

The announcement said also that merchandise traffic moving between the Pennsylvania Railroad and the Erie, Grand Trunk, Pere Marquette, Nickel Plate and the Chesapeake & Ohio Railway, which also provide truck pick-up and delivery, will now enjoy the same classification as traffic purely local to

the Pennsylvania and that this freight will be collected and delivered without additional cost on hauls of 260 miles or less.

Truck pick-up and delivery also is extended to cover the consignee on delivery. This, in effect, the company says, provides store-door collection and delivery on a C. O. D. basis.

Rail-Motor Freight Rates Coordinated in Wisconsin by State Commission Order

A STATE-WIDE revision of rail and motor freight rates between Wisconsin points, effective August 1, was ordered on June 25 by the Wisconsin Public Service Commission. The commission hopes thus to put Wisconsin industry and shippers on a par with eastern shippers; to coordinate rail and truck freight hauling by giving trucks the advantage in rates on short hauls up to 50 miles and by giving railroads the advantage on longer hauls up to the 450 mile maximum haul possible within the State's borders; and to stabilize transportation facilities and rates and end cut-throat competition congesting public highways, threatening the existence of the long haul carriers and discriminating between shippers.

The Commission's order was issued under authority of the 1933 Transportation Act, which empowers the Commission to coordinate rail and truck facilities. So far as the commission is aware, no such coordination has been attempted in any other State.

The order affects railroads, common motor carriers and contract motor carriers. Certain commodities, including household goods, are presently exempted, subject to separate hearings prior to rate determinations. Contract motor carriers, however, must file by Sept. 1 their rate schedules on the commodities now exempted.

Rowan Averts Colorado Railroad Rate Slash to Meet Truck Competition

THE Colorado Motor Truck Common Carrier's Association, represented by J. F. Rowan, Denver, at a conference held early in July scored a triumph by preventing for the time being at least, a proposed railroad rate reduction of approximately 25 per cent. One railroad in particular was involved in the planned reduction but several others would have been included to some extent.

The conference was concluded with a promise from rail representatives that they would not make any reductions until a second conference was held with trucking interests. The date for this meeting will be set by the railroads.

Mr. Rowan pointed out that "the railroads will always have truck competition regardless of what they do, and they'll be a lot better off to take it in orderly, well regulated form than in 'gyp' competition." He continued:

"If the railroads lower rates to a point where legitimate operators who have expenses and pay them can't exist, the country will be flooded with illegitimate truck men who have virtually no expenses. It should be remembered that there is a decided difference between a trucker and a truck operator. The legitimate operator has definite obligations to fulfill and a substantial investment, just the same as the railroads.

"If such men are given a chance under the Code they will be able to clean up conditions to their own benefits and those of legitimate competitors. If the railroads slash rates, an impossible condition will develop.

"We hope and believe that the legitimate trucking industry can work more closely with the railroads in the future. Since we all have a common interest in proper laws and taxes to govern transportation as a whole, there is no reason why we can't. When, in the past, we've met in the legislative halls, we've been on decidedly opposite sides of the fence; we in the trucking industry hope that condition will be changed this year."

Texas Carrier Permits Denied Because of Highway Hazards

TESTIMONY by many citizens and public officials of various communities of Texas at a series of public hearings before the motor transportation division of the Railroad Commission, to the effect that any increase of motor traffic on State highways would increase hazards of travel, has caused the Commission to refuse applications by thirteen freight lines to operate their trucks. All of the applications were for common carrier permits.

The findings were written by Tilden Childs, assistant director of the division, and were approved by the Railroad Commission. He said the testimonies of witnesses showed that "their communities were deprived of the use of some of the principal highways by reason of heavy traffic leading to centers of popu-

lution." Additional testimony was that people "would use the highways more, especially at night, were it not for the fact that truck traffic caused such hazardous conditions that made them fear for their lives."

More confidence was placed upon the testimony adduced at the hearings, the opinion related, in view of "the large toll of deaths and injuries on the most highly improved highways, in which trucks are involved." Use of highways at night by trucks "only adds to their hazards," the opinion stated.

The highways of Texas have reached the point of saturation in accommodating additional trucks and trailers, according to Mr. Childs. The records of the Railroad Commission show there are more than 120,000 trucks and 19,000 trailers operating as common and contract carriers on Texas highways; to these are added approximately 883,000 automobiles, licensed in Texas, and thousands from other States.

National Truckers' Meeting to Be Held in September

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building

AMERICAN TRUCKING ASSOCIATIONS, INC., will sponsor the first national convention of truckers, to take place during the last week of September at the Stevens Hotel in Chicago.

Attendance estimates run to 1,000 truckmen who are expected to participate in the four-day session. Nationally prominent speakers will address the general session, which will be followed by group meetings for consideration of problems of importance to each.

Meetings of Code Authority secretaries and of association secretaries also are to be held.

1,200 Cu. Ft. Semi-Trailer for Mountainous Roads



THE Nelson Transfer & Storage Co., Charlestown, W. Va., has placed in Allied Van Line service the piece of semi-trailer equipment here illustrated. Providing 1,200 cubic feet of storage space, it was designed and built by the Fruehauf Trailer Company, Detroit, and one feature is a short turning radius so that the tractor-trailer combination may

MOTOR FREIGHT

Philadelphia Firm Adds Tractor-Trailer to Fleet



THE Red Line Storage Co., Inc., Philadelphia, this semi-trailer drawn by White Model 702 tractor.

The semi-trailer unit is 22 feet 6 inches by 8 feet by 7 feet 6 inches. The tractor is a 6-cylinder 75 hp. unit with a 168-inch wheelbase, reactionary booster

hydraulic brakes, and 8.25 x 20 Goodrich plylock-plyflex tires.

At right is equestrian statue of George Washington erected by the Society of Cincinnati, of which Washington was the first president in 1788.

The convention also will elect a staff of officers for the American Trucking Associations, but only permanent directors of the organization will have a vote.

Reports will be submitted by the national officers, and by the following committee heads: finance, A. D. Aldrich, Philadelphia; by-laws, William G. Fitzpatrick, Detroit; legal advisory, John W. Blood, Wichita, Kansas; membership and credentials, C. F. Weilbacher, St. Louis.

—James J. Butler.

California Van Operators Fighting the "Wild Cats"

Regulated van and storage operators in California have organized as a special committee of the Certificated Highway Carriers, Inc., to stabilize their division of the trucking industry. William L. Carpenter, president of the Aronne Van & Storage Co., Los Angeles, is chairman of the committee; and the vice-chairman is Floyd Bekins of the Bekins Van & Storage Co., Los Angeles.

The committee is attempting to rid the industry of the unfair practices of illegal operators engaged in household goods moving. Mutual protection against "wild cat" movers is one of the objectives.

Two New Orders by Wisconsin P.S.C.

Two general orders by the Wisconsin Public Service Commission affecting trucks became effective July 1.

One provides that all motor vehicles licensed by the Commission except private carrier vehicles of less than 8000 pounds gross weight must have name and address of owner, the number of the permit, and the letters PSCW painted in letters at least two inches high on each side of vehicle.

The other provides that all accidents involving a licensed motor vehicle must be reported either by the operator or other agent of the vehicle to the Commission within 24 hours if total property damage is at least \$25 or if a person is injured.

effectively negotiate the mountainous highway of West Virginia.

The semi-trailer is of the Fruehauf drop frame type with special de luxe van body 25 feet long by 96 inches wide by 10 feet 10 inches high. Low loading height, round front end, side doors and van appearance are some of the features.

WITH THE ASSOCIATIONS

HERE is presented in tabloid form the Association news that is of *general interest* to the industry as a whole. No effort is made to publish complete reports of all Association meetings; the dissemination of such information is logically the work of the officers and the committee chairmen. What is presented here is in effect a cross-section review of the major activities so that Association members may be kept advised as to what "the other fellow" elsewhere in the country is thinking and doing. When annual or semi-annual meetings are held, more extended reports will occasionally be published.

New Pennsylvania Association Formed with Wilson President

A NEW State organization, the Pennsylvania Warehousemen's Association, enters the industry's ranks. Comprising operators of merchandise and cold storage firms, it takes the place of the Pennsylvania State Warehousemen's Association, which has been discontinued after several years of relative inactivity. The new group will have its headquarters in Harrisburg and plans to meet at least four times a year. Meanwhile invitations to join have been sent to all eligible companies in the State.

At the organization meeting, held at the Central Y. M. C. A. in Harrisburg, the Pennsylvania W. A. elected officers as follows:

President, H. W. Wilson, manager Lehigh and New England Terminal Warehouse, Bethlehem.

Vice-president, F. D. Godley, Merchants Warehouse Company, Philadelphia.

Secretary and treasurer, D. Bailey Brandt, Jr., secretary Harrisburg Storage Co., Harrisburg.

Combs and Abernathy Head Dallas Locals

THERE has been a revised set-up in association activities in Dallas. The Dallas Moving & Storage Association is now functioning exclusively for the household goods operators. Problems arising out of the merchandise branch of the business are being handled by the Dallas Warehouse & Transfermen's Association.

Frank Combs, president of the Combs Transfer & Storage Co., has been elected president of the Dallas Moving & Storage Association.

R. E. Abernathy, president of the Dallas-Trinity Warehouse Co., has been chosen president of the Dallas Warehouse & Transfermen's Association.

Minnesota State Association Expands Its Scope to Include Firms Throughout Northwest

THE Minnesota Warehousemen's Association has revised its constitution and by-laws, broadened its scope, and is now called the Minnesota-Northwest Warehousemen's Association and thus becomes a regional group with its membership made up of merchandise, house-

hold goods and cold storage warehouse operators in Minnesota, western Wisconsin, northern Iowa, North Dakota, South Dakota and Montana. Under the new set-up the officers are as follows:

President, L. L. Oldham, Merchants Cold Storage Co., Minneapolis.

Vice-President, J. L. Homes, president Minneapolis Transfer & Warehouse Co., Minneapolis.

Secretary-Treasurer, J. R. Fitzgerald, St. Paul, representative Allied Van Lines, Inc.

Directors, John P. Feuling, president Central Warehouse Co., St. Paul; Paul W. Frenzel, vice-president St. Paul Terminal Warehouse Company, St. Paul; George L. Gross, secretary Northern Cold Storage & Warehouse Co., Duluth; Ralph Lockwood, Minneapolis Cold Storage Co., Minneapolis; Oliver T. Skellet, president Skellet Company, Minneapolis.

Operating under its new name, the association has its offices at 2324 University Avenue, St. Paul, with Mr. Fitzgerald in charge as secretary.

DeLong on P.F.W.A. Board

Charles G. DeLong, manager of the Monarch Storage Co., Philadelphia, has been elected to the board of directors of the Philadelphia Chapter of the Pennsylvania Furniture Warehousemen's Association. He succeeds H. Norris Harrison, resigned; Mr. Harrison is president of the Fidelity 20th Century Storage Warehouse Co.

Trask New President of Missouri Valley Group

The Missouri Valley Chapter of the Association of Refrigerated Warehouses (a division of the American Warehousemen's Association) held its third annual "birthday meeting" in St. Joseph, Mo., on June 29. H. C. Herschman and F. L. Goetz, local storage executives, were the hosts.

The group elected as its president H. L. Trask, manager of the United States Cold Storage Co., Kansas City, Mo. Succeeding Mr. Herschman, who is president of the Terminal Warehouses of St. Joseph, Inc., Mr. Trask had served as the association's secretary.

Julius Gagini, of the Omaha Cold Storage Co., Omaha, was chosen secretary to succeed Mr. Trask.

The Chapter will hold its next quarterly meeting at Omaha, in September.

Trade in Southwest Holds Record Convention; Tarry Is Group's New President

THE Texas-Southwest Warehouse and Transfermen's Association held its annual convention, with a record attendance, in Galveston on July 12-14 and changed the organization's name to "Southwest Warehouse and Transfermen's Association." In a subsequent bulletin to members, B. Frank Johnson, Fort Worth, the executive-manager, described the meeting as having been friendly, happy, progressive, loyal, optimistic, representative and successful. Officers for the year ahead were elected as follows:

President, J. P. Tarry, president Tarry Warehouse & Storage Co., Inc., Wichita Falls, Tex.

First Vice-President, W. W. Warren, vice-president O. K. Transfer & Storage Co., Oklahoma City.

Second Vice-President, L. G. Riddell, president Union Transfer & Storage Co., Houston.

Arkansas Vice-President, Q. L. Porter, president Commercial Warehouse Co., Little Rock.

Louisiana Vice-President, M. E. Sherwood, Kentucky Coffee Warehouse, New Orleans.

Oklahoma Vice-President, H. S. Brimm, secretary Red Ball, Inc., Oklahoma City.

Executive committee members chosen are the foregoing and, chairman, the association's retiring president, S. J. Beauchamp, Jr., secretary Terminal Warehouse Co., Little Rock; L. C. Porter, manager Texas and Pacific Terminal Warehouse Co., Fort Worth; Hugh S. McCall, president Terminal Warehouse & Transfer Company, Shreveport, La.; Thomas Smith, W. R. Smith Transfer, Houston; Miss May Crocker, secretary Crocker Transfer & Storage Co., Inc., Corpus Christi, Tex.; Harry Leonard, president Merchants Transfer & Storage Co., San Antonio; and R. E. Abernathy, president Dallas-Trinity Warehouse Co., Dallas.

Following an address of welcome by Acting Mayor Peterson of Galveston and the report of Mr. Beauchamp as president, a rollcall developed virtually unanimous opinion that business was improving. One delegate credited the NRA Code of the Merchandise Warehousing Trade. These opinions were generally supported in reports by the regional vice-presidents.

Highlights of the meeting included plans to establish rates under the Household Goods Moving and Storage Trade Code, to affect long distance moving interstate; and adoption of a program to revise the Texas Railroad Commission rates for long distance moving so that all classes of carriers would be on the same basis.

In connection with the household goods Code, President Beauchamp appointed a committee, chairmanned by W. I. Ford, Dallas, to prepare rate schedules. This committee later recommended that the weight basis, instead of the cubic foot basis, be used for all long distance rates under the Code. The committee was instructed to suggest the weight basis to the national moving organizations.

G. K. Weatherred, Dallas, regional member of the Merchandise Warehouse Trade Code Authority, told the merchandise group that he had decentralized his work by appointing Code agencies as follows: Louisiana, Paul Maloney, Jr., president of the New Orleans Merchandise Warehousemen's Association; Arkansas, S. J. Beauchamp, Jr., Little Rock; Oklahoma, W. W. Warren, Oklahoma City; port warehouses in the region, Fisher G. Dorsey, Houston; Code agent in charge of association problems, B. Frank Johnson, Fort Worth.

"They," Mr. Weatherred said, "have taken matters in hand as they have appeared in their respective localities, doing a thorough job in each instance, and up until the present time have not had to resort to filing a complaint. This does not mean that all of the operators are abiding by the Code throughout our region and that we may not have to resort to complaint-filing before we can get some of our recalcitrants in line....

"Our records show there are 231 operators in our region which come under the merchandise Code. Of these, 146 have fully complied with all the requirements. There are 22 small operators who by reason of their size have applied for adjustment of fees; in most instances they have signed the certificate of participation and attached a check, and I am of the opinion that most if not all of these applications will be granted. There are 23 cases pending, such as port warehouses, terminal facilities, municipal operations and others, which have not complied entirely with the requirements of the Code, due to legal questions involved; in some instances they have filed tariffs and not certificates of participation; in others, certificates and not tariffs; while others have not complied with any part of our Code.

"There are 20 operations which might come under the head of willful non-compliers. However, I feel that our percentage of recalcitrants is well within the 10 per cent figure used by our President and I feel that our battle will be won and the anticipated value will come to our Trade."

D. S. Adams, Kansas City, Mo., chairman of the Trade's Code Authority, addressed the group on the workings of the NRA pact. The following is quoted from what Mr. Adams said:

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"The labor provisions are working effectively, and, as you have found out, require you to add help and have increased your payroll. The Recovery Administration has stated that the Act has put over three million additional men to work. Our biggest job is to see that it is made effective as far as the elimination of the disorganization of industry and bring about greater stabilization of our own industry in order that we may continue the shorter hours and higher wages and continue the improvement of employment conditions. Has industry not reached a turning point where something

Michigan Association Backs Industry's Code; Elections Are Postponed to December

WITH a record attendance, the Michigan Furniture Warehousemen's Association held a quarterly meeting at the Detroit-Leland Hotel in Detroit on July 12 and 13.

The principal item on the agenda had been election of new officers in accordance with a resolution adopted at the previous quarterly gathering, when the association was reorganized and expanded. However, the election was deferred until December because of pressure of time. This will give the present officers, headed by H. G. Beebe of Jackson as president, entire year in office, and will bring the elections of the reorganized group to the winter date, as was the rule with the earlier organization.

Charles Armitage, Cleveland, Ohio, a member of the temporary national Code Authority of the Household Goods Storage and Moving Trade, addressed the meeting, explaining the NRA pact. A substantial number of votes for a Regional Administrative Board was gathered in and sent forward to Washington. The Michigan members showed themselves practically solidly in favor of the Code and were enthusiastic to have immediate effectiveness given to it.

The association voted an appropriation of \$100 as a loan to the temporary Code Authority.

President Beebe urged prompt filing of tariffs. Henry H. Stevens, Flint, chairman of the tariff committee, submitted a report which received thorough discussion. The president was authorized to appoint a committee to conduct an active membership campaign among the State's merchandise, household goods and cold storage operators; the organization has three divisions under the new set-up.

The Michigan Warehousemen's Association, comprising commercial storage companies, is devoting its attention to making effective the Merchandise Warehousing Trade Code of Fair Competition throughout the State.

The organization's June meeting was addressed by Elmer Erickson, Chicago, regional member of the Trade's Code Authority. Mr. Erickson discussed the detailed difficulties involved in carrying out the pact.

—H. F. Reves.

new and something better is needed than the old individualistic 'every man for himself' system, open competition in prices as well as service, every man his own system and methods? . . .

"Warehousemen themselves are the ones most competent to take up warehouse problems, and can solve them without calling on Washington or the Recovery Administration. That is a function of the industry's Code Authority organization and not the Administrator at Washington. They only exercise or should only exercise authority over acts of the Code Authority that are contrary to the Code and establish monopolies, etc. Anything else would mean the Government reaching too far into the regulation of business, which certainly is unnecessary and would not be successful and for which the country probably would not stand.

"There is a great deal of opposition to the Government interfering with business, but the surprising thing to me is that the man who invites that kind of interference is usually some one in the industry, and in our industry in some cases there have been men who were known to be violently opposed to any Government operation of or interference in business, yet instead of making complaint or presenting their problems through their own Code Authority members and trying to get relief, they run directly to the Administrator at Washington, desiring to have a decision from the Administrator of their own particular problems. Now that is an invitation for direct control by the Government of their business, and that is the very thing to which, they say, they are opposed. Work out these problems in your own local association as far as possible. Then, if necessary, go to your regional Code Authority member, who will handle it direct or with the national Code Authority. Thus will you keep self-government of the industry close at home where your problems can be handled by men with a full knowledge of and a long experience in the industry and who are acquainted with local conditions.

"Some five months have passed since the effective date of the Code and in that time I believe we have made some real progress. A very large percentage of the Trade has subscribed and certainly subscribers to the Code represent a much greater percentage in the volume of business handled. The filing of tariffs by warehouses throughout the country has had a tendency to stabilize the industry, although I realize there is yet much work to be done in this regard. We have been hampered by a delay of over two months in securing approval of the cost formula by the Administration at Washington and the latest advice is that our provision of a system following the methods developed in the Encyclopedia will not be approved. When the Code itself was presented for approval the original contained this system of cost accounting by reference to the Encyclopedia. However, we were forced to take it out and while at that time there was not serious objection to the method, it was pointed

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Distribution and Warehousing
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out that we could not put it in the Code which would become the law of the industry, by a reference to the Encyclopedia. We were to secure approval of the Code and did in its present form, and were then to present the system for approval.

"You may be familiar with the fact that some of us have spent a great deal of time in Washington, and that we have had some one almost constantly at the elbow of the Deputy Administrator, or before the various Boards trying to get approval of this Cost Formula. We have had our attorney, Mr. Cricher, who is located at Washington, in daily contact with the Administration's office, and we have been doing everything in our power to get this and other matters handled at Washington. The matter seems simple to us, but from the point of view of the Administration, involves many complications. We have established by actuarial work in the A.W.A., Merchandise Division, certain factors in the determination of cost. These factors are recognized in the trade and exception to them by the Trade would not be taken. However, they are due to the Administration at Washington and to them apparently are arbitrary figures or averages that should not be taken into consideration as representing the individual warehouseman's cost. For example, the long recognized and established basis of 250 lb. per square foot and the standard pile high of 7½ ft. However, it is apparent the cost formula will not be accepted by the Administration.

"It is my personal belief that the provision in our Code is stronger as it stands now. I refer to that provision which states that the rate or charge shall not be below the lowest reasonable cost and such cost shall be determined by standard accounting methods long recognized in the Trade.

"Where it is recognized that the rate of charge filed is below cost one of the methods of the 'recalcitrant 10 per cent,' as the President has said, to ruin the industry, then we can file complaint and require the warehouseman to substantiate this cost with his own figures, which must be set up, taking in consideration all factors recognized in standard accounting practice, and factors long recognized by the Trade as entering into cost. . . .

"After some preliminary work a committee consisting of Mr. Little, Mr. Cricher, Mr. Erickson and myself secured a conference with Commissioner Eastman, Federal Coordinator of Transportation. An order had already been secured from the National Recovery Administration, or rather a ruling that storage services voluntarily furnished by transportation agencies came under the Merchandise Warehousing Trade Code. We secured Mr. Eastman's cooperation and following the conference he issued an order to the regional officers of the Railroads, which was printed in the June issue of *Distribution and Warehousing* as well as given direct publicity to the Trade through our Chicago office. This ruling is to the effect that voluntary

storage by railroads comes under the Merchandise Warehousing Code, and that as the NRA had no power to control the storage charges in question, the Federal Coordinator would have power under the Emergency Railroad Transportation Act, 1933; further stating that it was eminently proper for the charges by the railroads for storage services to be fixed in conformity with the provisions of the Code of Fair Competition for the Merchandise Warehousing Trade.

"You will recognize the tremendous importance of this action by the Coordinator backing up the ruling on the subject from the NRA, and this together with the decision of the Interstate Commerce Commission—Ex Parte No. 104—makes possible relief to the industry from the burden of unfair storage practices by railroads, which in some localities has almost wrecked the warehouse industry, and if continued are bidding fair to have serious consequences to the industry in many parts of the country. If NRA has done nothing more than this order from Eastman, it has been worthwhile.

"Much remains to be done with the railroads. However, we have back of us these orders and decisions from authoritative sources, and I anticipate that it will bring about the cooperation with the railroads in operation under our Code, which after all will be to their own benefit and enable them all to discontinue practices which have grown up among themselves, which were unfair competition, and were dissipating their line haul revenues. . . .

"Under our Code we ourselves have a wonderful opportunity to do something to bring our industry out of chaos, and do our part to effectuate the purposes of the National Recovery Act and bring stability and prosperity to the warehousing Trade."

As chairman of the merchandise rate committee, Clint Hollady, Houston, reported that Southwest Tariff No. 1 had been completed and published and was in general use in the region.

Nineteen of the association's members subscribed a total of \$450, in \$12.50 or \$25 amounts, toward a fund as a loan to the temporary national Code Authority of the Household Goods Storage and Moving Trade. The Trade's Code was discussed at length under leadership of O. E. Latimer, San Antonio, southern vice-president of the National Furniture Warehousemen's Association.

Bohl Again Heads Group in Central Illinois

THE Central Warehousemen's Association of Illinois at its recent annual meeting reelected as its president Fred W. Bohl, proprietor of the Corn Belt Warehouse, Galesburg. J. F. O'Byrne, secretary of the Chester & O'Byrne Transfer Co., Champaign, was chosen vice-president. Russell E. Hillier and A. W. Hillier, partners of the Hillier Storage Company, Springfield, were reelected secretary and treasurer respectively.

Cleveland Merchandise Association Is Formed; Efroymson Is President

THE Association of Cleveland Warehousemen, a group of merchandise storage companies, has completed organization. Following are the first officers elected:

President, A. B. Efroymson, vice-president National Terminals Corporation.

Vice-President, S. A. Sted, vice-president Railway Warehouses, Inc.

Secretary-Treasurer, Robert C. Greeley, president Greeley-General Warehouse Co.

Dues of \$10 a year for each representative company have been fixed, and all local warehouse firms which have subscribed to the NRA Code of the Merchandise Warehousing Trade are eligible. The present members, in addition to those mentioned in the foregoing, are Distribution Terminal & Cold Storage Co., the William Edwards Co., the Lederer Terminal Warehouse Co. and the Sheriff Street Market and Storage Co.

Attendance at the monthly meetings and Monday luncheons is not confined to the members, as the association is endeavoring to build cooperation in the industry generally.

A constitution and by-laws are being prepared by a committee headed by H. E. Schuler; Robert C. Greeley is chairman of a membership committee; and Herbert H. Lederer is chair man of a tariff revision group.

—W. B. Fiske.

Cole Is Again President of Rhode Island Truck Group

THE Rhode Island Truck Owners' Association at its recent annual meeting reelected as its president P. F. Arnold, president of the Cole Teamming Warehouse Co., Providence, R. E. Hard, 11 West Friendship Street, Providence, was reelected secretary.

The directors chosen include D. C. McQueeney, president of the Cody Moving & Storage Co., Providence.

Operators of 3 New England States Join in Outing

THE Massachusetts Warehousemen's Association held its annual outing on July 12, at the Framingham Country Club in conjunction with the Connecticut Warehousemen's Association and the Southern New England Warehouse Association. Golf and tennis were followed by a dinner at which J. R. Nichols, Boston, president of the Bay State organization, presided. Speakers included E. G. Mooney, Hartford, a director of the National Furniture Warehousemen's Association.

The outing was the first general get-together of operators in Massachusetts, Rhode Island and Connecticut and came at a time when a movement is under way to organize a New England's Warehousemen's Association.

—C. Frederic Wellington.

McAuliff Reelected by Illinois F.W.A.

THE Illinois Furniture Warehousemen's Association held its annual meeting at the Traffic Club in Chicago on June 18 and elected the following officers:

President, James L. McAuliff, secretary David Fireproof Storage Warehouses, Chicago.

Vice-president, A. W. Meyer, treasurer Federal Fireproof Storage Co., Chicago.

Secretary, M. D. Snedicor, proprietor Midway Fireproof Storage, Chicago.

Treasurer, George A. Julin, Werner Bros.-Kennelly Co., Chicago.

Directors, W. S. Conklin, operating executive Jackson Storage & Van Co., Chicago; Lee N. Foster, president Garfield Park Storage Company, Chicago; Joseph A. Hollander, secretary Hollander Storage & Moving Co., Inc., Chicago; George B. Anderson, president Iredale Fireproof Warehouse, Inc., Evanston.

A committee was appointed to consider a suggestion that consolidation be effected between the Illinois F. W. A. and the Movers' Association of Chicago.

Denver Experience Favorable Under Weight Base Tariff for Long Distance H.H.G. Moving

OF timely interest is the experience of members of the Movers and Warehousemen's Association of Denver under the weight basis tariff for household goods long distance moving, in view of the discussion of this subject at the recent Chicago convention of the National Furniture Warehousemen's Association.

The Denver operators have found that their change from the cubic foot basis brought an immediate improvement in the rate situation—one that has continued for nearly seven years. Under this system, the operator merely quotes the rate, the charge being decided by the scale ticket. There is no opportunity for "chiseling" on rates, and operators are saved the time and expense of figuring and of bickering with customers.

A change in construction of vans was one thing which led to original adoption of the weight basis in Denver. The old type vans had only 700 or 800 cubic feet of space, whereas the latest models go up to 1,200 or even 1,300. Until the weight system went in, some operators continued to figure a load as 800 feet, regardless of actual size of the van.

—Lucius S. Flint.

Small Operators in Denver Reach Agreement on Rates

A REPRESENTATIVE group of small movers in Denver adopted a rate of \$2.50 an hour at a meeting on July 9. This is 50 cents lower than the rate of the local Movers and Warehousemen's Association.

The small operators agreed also on a packing and shipping rate of \$2.00, with

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an extra 50 cents for drayage; thus the rate from the house to warehouse to depot is \$2.50.

The meeting was considered a highly important step toward efficient operation under the Code. The small operators were organized last fall as Class B members of the Movers and Warehousemen's Association, but they broke up.

The meeting was opened by Jack Oakie, president of the Movers and Warehousemen's Association, and then turned over to Carl Land of the Globe Moving and Storage Co. While no steps were taken toward forming a permanent organization immediately, it is considered certain that this will be the outcome.

—Lucius S. Flint.

Coloradoans Will Vote on an Auto Revenue Amendment Sponsored by Warehousing

A CONSTITUTIONAL amendment sponsored by the Colorado Transfer and Warehousemen's Association to require that all revenue from motor vehicle registration, license fees and gasoline taxes be spent exclusively for construction, maintenance and supervision of the public highways is on the ballot for the November election. The required number of voters signed petitions requesting it be put to a vote.

The amendment was framed to protect taxpayers against repetition of political conniving which went on during the last session of the State Legislature when effort was made to convert automobile revenues from their legitimate purpose of road construction, maintenance and supervision to a variety of other uses.

—Lucius S. Flint.

New Membership Affiliations

Massachusetts Warehousemen's Association:

Federal Warehouse, Inc., Boston.

Michigan Furniture Warehousemen's Association:

Allen Storage & Moving Co., Flint.
Central Warehouse Company, Flint.
D & C Storage Company, Lansing.
Keystone Storage & Cartage Co., Jackson.
Mack Avenue Storage & Cartage Co., Detroit.

Midwest Warehouse and Transfermen's Association:

J. P. Murray Transfer Co., Springfield, Mo.

New Jersey Furniture Warehousemen's Association:

Montclair Fireproof Storage Warehouse, Montclair.

Warehousemen's Association of the Port of New York:

A. O. Feidelson, Inc., Manhattan.
Baker & Williams, Manhattan.
Gough & Semke, Inc., Manhattan.
Independent Warehouses, Inc., Manhattan.
J. J. Harrison, Inc., Manhattan.
L & F Stores, Inc., Manhattan.
Piers, Inc., Manhattan.
State Warehouse Co., Manhattan.

"ConnWA" Outing

The Connecticut Warehousemen's Association will hold its annual outing at Eichner's Grove, near Bridgeport, on Aug. 12. Invitations have been sent to storage operators throughout the Northeast, and a delegation of Massachusetts Warehousemen's Association members is expected to attend. A sheep roast and a baseball game, the latter decidedly amateur in character, will be features.

A Cleveland Survey Leads to Profits

A COMMITTEE created by the Cleveland Van Operators Association has completed a survey on costs. Members of the group, 175 in number, opened their books to the committee, and the latter's report discloses that costs varied little.

As a result of this educational program many of the operators have been able to readjust their prices so as to show profits instead of losses.

Fair bidding, better practices and good fellowship have been developed and nearly 98 per cent of the greater city's "legitimate" movers are now members.

—W. B. Fiske.

New Cleveland Group

The United Warehouse Operators' & Drivers' Association has been chartered under Ohio law, with headquarters at 406 Williamson Building, Cleveland, for the purpose of combining into one organization those engaged in handling freight and warehouse merchandise, together with dock and truck owners. Affiliated with the new group are the Cleveland Warehousemen's Union, the Independent Line and Haul Owners' Association and the Association of Dump Truckers. Incorporators are J. W. Montgomery, E. A. Kubik and George O. Singer.

Munson with Truck Group

Charles G. Munson, secretary of the Los Angeles Warehousemen's Association, has been elected executive secretary of the Motor Truck Association of Southern California, recently organized.

Court Ruling Favors Los Angeles Company

The District Court of Appeals in Los Angeles handed down a decision on June 27 that Los Angeles County was liable for storage charges on seized automobiles during the period until criminal charges against the owners of the cars were decided.

The ruling was rendered in holding that the county owed the Los Angeles Warehouse Co. a balance of \$502.50 on storage of twenty automobiles seized, before repeal of the Prohibition Act, on charges that the drivers were transporting liquor illegally.

George K. Scott Forms a New Cleveland Firm; O. L. Scott Transfers to a New Location

GEORGE K. SCOTT & CO. has been organized in Cleveland to take over and operate the Scott Warehouse at 1838 East 55th Street, hitherto occupied by Scott Storage, Inc.

Scott Storage, Inc., of which O. L. Scott is president, has removed to 5005 Euclid Avenue, where O. L. Scott, identified with the business for many years, will operate his company.

George K. Scott, a nephew of O. L. Scott, and who was formerly secretary of Scott Storage, Inc., is president of the new organization, George K. Scott & Co. The latter firm's secretary and treasurer is Dorothy R. Carlson, sister of George K. Scott; and the vice-president is Mrs.



George K. Scott, aviator who heads new storage company in Cleveland

Nellie E. Scott, mother of George K. Scott.

A flying instructor at the Lost Nation Airport, George K. Scott holds pilot and transport licenses after five years of intensive experience in the aeronautical field. He has flown in all sections of the country. Now actively reentering warehousing as president of the new company, he has adopted "Ace High Service" as his slogan "skywritten" on blotters, stickers and stationery and in various forms of advertising.

Right Newspaper Contacts Build Favorable Publicity

(Concluded from page 25)

story over the 'phone as in sending a wire. I just give the main facts and let the reporter inquire about the details. It pays to be as impersonal as possible.

"Another mighty important thing is to avoid taking offense at what the reporter may say. Bullying tactics never work. A paper will print the story whether you like it or not, and the

nearer you can come to getting the reporter's good will, the more likely it is to be favorable.

"Just the other day one paper called for some information on the trucking Code. I could have very easily taken offense at the reporter's original remarks. Had I done so, we would doubtless have appeared in an unfavorable light. As it was, I took plenty of time to explain the whole matter in a courteous manner, and nothing unfavorable was published."

Brown Joins Flushing Firm

ROBERT H. BROWN, formerly with the Gilbert Storage Company and for several years manager of household and business office removals for the Liberty Freight Forwarding & Warehouse Co., both in New York City, has been appointed manager of the Flushing Storage Warehouse Co., Inc., with offices at 135-24 39th Avenue, Flushing, Long Island, N. Y.

Position Wanted

A GENTLEMAN — young — with 20 years' finest experience seeks position as furniture warehouse executive.

Capable of assuming responsibilities. Best references.

Address Box L-456, care of Distribution and Warehousing, 249 West 39th Street, New York City.

Adds Fur Storage Space

Moore's Storage Warehouse, Inc., Bridgeport, Conn., is installing a cold storage department for furs. Occupying specially-insulated space in the firm's main building, the department will have a capacity of about 5,000 coats. A two-ton Frigidaire unit will maintain a constant temperature of 40 degrees F.

Unemployment Insurance Law Effective in Minnesota

THE Wisconsin unemployment insurance law became effective on employers of ten or more workers for eighteen or more weeks yearly on July 1, when employers subject to the statute were required to begin contributing to individual or State unemployment reserve funds. Benefits to qualified employees range from \$5 to \$10 weekly for a maximum of ten weeks of complete unemployment yearly; they will not become payable until July 1, 1935.

Employers are offered the option of operating under the standard contribution and benefit provisions of the Act, depositing their reserve funds with the Industrial Commission and the State treasurer; or of setting up acceptable reserve systems of their own.

Illinois Is Prosecuting Law Requiring Licensing of Warehouse Companies

THE Illinois Commerce Commission's action in ordering two Chicago warehouses to close, as reported in the July *Distribution and Warehousing*, was part of a State-wide drive to compel the business of storage of personal property to strict obedience of the law, according to Benjamin F. Lindheimer, the Commission's chairman.

Notices had been sent to owners of warehouses to comply immediately with the statute which requires obtaining licenses, furnishing bonds and providing adequate insurance.

That the Commission intends to use the law's teeth was evidenced on July 3 when the owner of an unlicensed warehouse in Chicago was sentenced by a municipal judge to ninety days in jail and was fined \$200. He was found guilty of having failed to place his business under the Commission's jurisdiction.

The complainant in this case was a customer who had placed goods in the defendant's warehouse. Fire destroyed the building, and the customer said he was unable to get a settlement.

Irvin Rooks, counsel for the Commission, told the Court that the instance demonstrated the need for strict enforcement of the law.

The law gives the Commission supervision over warehouses and by its provisions is expected to eliminate undesirables and racketeers from a business which hitherto has lacked proper regulation. The Commission has received numerous complaints regarding the business methods of some operators.

The Commission has ample power to enforce its orders. A minimum bond of \$500 is required, with the maximum fixed at \$100,000. Warehouse receipts are required to be issued by all operators.

If loss or damage to property is caused by fire, burglary, theft or other causes, warehouses must report such losses within twenty-four hours after discovery, giving nature and approximate amount of loss.

Operators are forbidden to merge storage charges into transfer and other charges. Separate bills must be rendered upon request.

Reasonable protection of stored property from fire, burglary, etc., is required; and steps to correct conditions must be taken if the Commission notifies an operator that unnecessary hazards exist.

The Commission's recently-adopted rules and regulations were mailed to all warehousemen in the State.

Two Bombings in Kansas City

Labor troubles were blamed by the Kansas City, Mo., police authorities for recent bombings at plants of the Monarch Transfer & Storage Co. and the Israel Transfer Co.

In each instance damage was slight.

NEWS

Henry G. Drinkwater Dies, Aged 70; Founded Firm in Greenwich, Conn., in 1892

HENRY Goulden Drinkwater, founder and president of Henry G. Drinkwater's Sons, Inc., a household goods storage and moving firm in Greenwich, Conn., died suddenly on July 8, at his home in Cos Cob. He had been ill about a week, and his death, attributed to heart failure, came while conversing with members of his family. He was 70 years old.

Mr. Drinkwater established his warehouse business in 1892, having come to America from Stroud, England, his birthplace, in 1884. He sold his interest in 1916 and retired, but retained the presidency of the corporation, of which Leonard S. Clark, a past president of the Connecticut Warehousemen's Association, is treasurer and operating executive. The firm is a member also of the National Furniture Warehousemen's Association and the Connecticut Motor Truck Association.

Active in the Elks and the Royal Arcanum, Mr. Drinkwater had been prominent in civic capacities and in real estate development.

Mr. Drinkwater is survived by his widow, Eleanor Hyde Drinkwater; three sons, Thomas, John and Harry, the latter being the warehouse firm's secretary; and five daughters, two brothers and a sister.

Louis Curth Dies at 72

Louis Curth, an active member of the Brooklyn household goods storage firm of L. Curth & Sons, Inc., died on July 20. Aged 72, he was one of the pioneer movers in the city.

As a youth Mr. Curth won fame as an athlete in the metropolitan district. One of his feats was the winning of the heel-and-toe walking championship of New York at the old Broadway Park in 1881, and he established running records at distances of 100 meters, 440 yards and 880 yards.

Mr. Curth is survived by four sons, two daughters, eleven grandchildren and three great grandchildren.

I. C. C. Ruling Favors Railway Express Agency

(Concluded from page 30)

company to cease and desist from the assailed operations.

The complaint was grounded on the theory that the provisions of the Interstate Commerce Act directly apply to any mode of conveyance employed by express companies in the transportation of property from one State to another, and that in view of the relation between the express company and the motor transport, any act which would be unlawful if done in the name of the express company did not cease to be so merely because it is done in the name of its subsidiary.

"We are unable to follow this view," said the Commission. "While well estab-

lished that an express company is not a 'common carrier by railroad' within the particular statutory provisions under consideration, express companies are engaged in the transportation of property wholly by railroad, or partly by railroad and partly by water within the exact meaning of Section 1 of the Interstate Commerce Act. Such fact is a matter of common knowledge.

"Complainant's suggested construction of Section 1 would extend our jurisdiction to all express companies handling property by truck, airplane, or other method of transportation not involving rail service. No such interpretation can be seriously entertained. A fair reading of all the pertinent provisions of Section 1 leads to the conclusion that the express business which is subject to our jurisdiction is that which is handled over railroads, or partly by railroad and partly by water within the conditions stated in the Act.

"The law has no application to a highway transportation service under the circumstances here involved."

The Commission ruled that it was without jurisdiction to require the motor transport to file tariffs, and granted the express company's motion to dismiss the complaint.

—Michael M. McNamee, Jr.

Position Wanted

BY warehouse executive, 18 years' experience dry and cold storage, all commodities.

Six years in present position as general superintendent of large dry and cold storage warehouse. Understands all phases of industry management and operation. Aged 40. Competent, dependable. Go anywhere.

Address Box R-335, care of Distribution and Warehousing, 249 West 39th Street, New York City.

T. R. McMullen Dies

Thomas R. McMullen, vice-president of the Superior & Duluth Transfer Co., Superior, Wis., and a member of the merchandise division of the American Warehousemen's Association, died of heart disease on July 18 at his farm near Bennett, Wis. He was 62 years old. Born in Tomah, Wis., he removed to Superior in 1906 and organized the Merchants Dray Line, which later affiliated with the warehouse firm. A brother, William B. McMullen, is president of the company.

Transfer Company Head Is Drowned in Truck Mishap

W. P. Whitmer, president of the Whitmer Transfer Co., Central City, Ky., was drowned on the night of July 18 when a truck he was driving rolled into the Green River. The brakes apparently failed to work. Mr. Whitmer was 49 years old.

Dooly Establishes a Terminal Business in Salt Lake City; Lindsey Is Appointed Manager

THE Dooly Terminal Warehouse has been established in Salt Lake City to conduct a commercial storage business in a sprinkled five-story and basement building containing 55,000 square feet of floor space. The property belongs to the Dooly estate, owned by one of Utah's wealthy families.

John Dooly is president of the firm. The manager is A. J. Lindsey, experienced in merchandise warehousing and formerly identified with the wholesale grocery business in Utah. Mr. Lindsey is executive-secretary of the Utah Motor Transport Association.

The Dooly warehouse is located at



A. J. Lindsey, manager of the Dooly Terminal established in Salt Lake City

First West and Second South Streets in the heart of the city's jobbing center. It has private trackage for handling ten to twelve cars daily and facilities for loading and unloading trucks. Office space for storage tenants is being provided.

St. Louis Firm Files Bankruptcy Petition

The St. Louis Moving, Storage & Warehouse Co., established in St. Louis in 1919, filed a voluntary petition in bankruptcy on June 23. Liabilities were listed as \$9,733, and assets as \$2,035. The petition was signed by Joseph W. Stickner, president.

Neiger Quits Warehousing

Ruel R. Neiger has resigned as manager of the Alhambra Transfer & Storage Co., Alhambra, Cal., branch of the Bekins Van & Storage Co., to enter the import brokerage business.

Mr. Neiger has resigned also as treasurer of the southern division of the California Van and Storage Association.

Philadelphia Group Submits \$162,500 Bid for Lease of Local Army Base Properties

(Concluded from page 13)

pany. If it is accepted by the Government, the lease will, it is understood here, be assigned by Mr. McCarthy to Philadelphia Piers, Inc., to be chartered under Delaware laws.

Philadelphia Piers, Inc., will draw its membership and capital from the Philadelphia Warehousemen's Association, all of whose members will be invited to join.

The McCarthy bid, exceeding by more than \$10,000 one submitted by C. Herbert Bell, a director of the Merchants Warehouse Company, represents a substantial increase over the amount now paid to the Government under the percentage-of-gross-income mode of operation, it is said.

When it became known that the bid of the group headed by Mr. McCarthy exceeded that of Merchants, the latter asked and was granted a hearing before the Shipping Board. Through George M. Richardson, general manager, Merchants pleaded for the privilege of being continued in charge of the piers on the basis of its bid and asked that the proposal submitted by the McCarthy interests be rejected.

Merchants argued that the properties had been developed by the present lessee at the expense of considerable money and effort and that no wrong-doing had been alleged.

The lease is still two years from expiration but it has been terminated as of Aug. 1 under a clause which permits either party to withdraw from its obligations upon six months' notice. Such a notice was served on Merchants by the Shipping Board last February, when similar action was taken with reference to virtually all other War Department properties under lease to the Tidewater organization.

At the hearing Mr. Richardson maintained it was proper to continue the railroad schedule of tariffs for storage for the reason that it is the scale employed by operators at all other ports along the Atlantic seaboard. To make the charges adopted by the warehouse operators applicable would have the effect of driving hundreds of thousands of tons from Philadelphia to nearby competing ports, such as Camden, Norfolk and others, he insisted.

The Philadelphia warehousemen who have combined and seek to control the piers complain they are placed in a position of distinct competitive disadvantage through the low charges at the former Army Base. They contend the only possibility for equalizing conditions is to place the warehousing industry tariffs in operation at the piers.

It was Mr. Richardson's contention that no effort should be made to interfere with fees at this time, but that the matter should go over until the marine code is made effective, at which time, he pointed out, charges would be standardized in the areas of competition.

William A. Lockyer, secretary of the Philadelphia Bourse, and S. H. Williams, manager of the transportation and foreign trade bureaus of the Philadelphia Chamber of Commerce, attended the hearing in the interests of shippers. Each emphasized the point that his organization was not greatly concerned with the question of who operates the property, but desired that the service be not interfered with. Both Mr. Lockyer and Mr. Williams lauded the warehousing group and expressed confidence in its financial responsibility and ability to conduct operations at the piers.

Meanwhile the interests headed by Harvey C. Miller have submitted the high bid for a new contract at Norfolk and are fighting to retain what now appears the only one of the three storing centers—Boston, Philadelphia and Norfolk—likely to remain in their control.

Piers Operating Company took the Boston Army Base with a bid higher than that of the Miller interests.

When the Norfolk bids were opened it was found that Mr. Miller's organization was ready to pay \$160,000 a year, or \$50,000 more than the minimum set by the Shipping Board. John A. Campbell, Norfolk, offered a bid of \$141,000; and from Virginia Piers, Inc., headed by B. Saunders Wright, came a bid of \$131,550.

Because the City of Norfolk asked the Shipping Board not to award a contract until representatives of the municipality were heard, a public hearing was held in Washington on July 25. The City in the meantime had, however, adopted a resolution favoring retention of the Miller company, Norfolk Tidewater Terminals, Inc., as lessee.

The fact that the high bid for the Norfolk terminal is about the same as that for Philadelphia although the Shipping Board valued the lease on the latter at \$30,000 a year above the former, is taken as an indication that the trade considers Norfolk to have excellent possibilities from a maritime storage standpoint for the next five years, which is the period of the lease.

—James J. Butler.

"Ask Mr. Foster"—for He Knows How They're Built

JOHN A. FOSTER, Richmond Hill, N. Y., won first prize, \$15, in the American Pulley Company's picture title contest on page 1 of the June *Distribution and Warehousing*.

The scene showed a sultan's harem wherein excitement reigned because two daring intruders were making off with the sultan's cherished possessions—his favorite and shapely wife and his new pressed steel American hand truck, but with the sultan more concerned about the truck than the spouse. "It's the Way They're Built" was Mr. Foster's prize-winning slogan.

"Many Wives, but Only One Good Truck," submitted by John G. Kennedy, Allentown, Pa., and "We Can Replace the Dame but Not the Truck," offered by W. E. Fuller, Norwich, Conn., received the alternate cash prizes, \$5 each.

Horse-Moving Is Made a Leonard Side Line

THE Leonard Bros. Transfer & Storage Co., Miami, has developed an interesting sideline to its regular transfer business during the past season—transferring race horses from train to stable or from one track to another. In all a total of 750 horses were moved.

An extra van, specially built, was added to the Florida firm's fleet, making three horse-moving vans owned by the company, and they were all kept busy. These vans are set close to the ground and are the last word in horse comfort.

It is not as easy to move a high strung horse as a load of furniture. It takes about twenty minutes to get one into or out of the van. The stable usually sends its own man along who stays with the horse during the entire trip.

"Our vans," according to A. H. Leonard, "are immense, each with a capacity of from three to five horses. We seldom carry more than three in a van, however, and these only from one stable. A 'mixed lot' from two or more stables is seldom handled, and when it is done it is only because such stables are what is known as 'friendly stables' and the owners specially request it."

"We take a lot of pleasure in moving them and study their likes and dislikes so that these stars of the turf may enjoy their rides with us."

Friendships with "Kiddies" Builds Business for Lyon

(Concluded from page 35)

work' and that the parents are brought into the conversation and sometimes no doubt into the composition. From this we are securing good leads and direct business every day. Children do not hesitate to speak up and give direct leads.

"A great percentage of children, after going through the museum with the teachers, urge their parents to go with them on a second trip, thus bringing grown-ups directly into the picture.

"Then there is another angle, and that is teachers' vacation storage. There are thousands of teachers in Pasadena and surrounding cities who leave for the summer vacation. Knowing of us through the museum contact, they call us when they wish to store their furs, trunks, etc. Furthermore we follow up our advantage and solicit them toward the close of the school year for this business."

The Pony Express Museum is known nationally and contains hundreds of rare American relics. Children are brought to it in classes from points as far distant as 200 miles.

Under New Ownership

The Citizens Warehouse, recently acquired in Los Angeles by H. B. Johnston, Jr., removed its business on July 1 from Atlantic Street to 1001 East First Street, where the firm is operating 42,000 square feet with Santa Fe Railroad spur trackage.

Associated with Mr. Johnston is L. E. Manor, former owner and manager of the Citizens company.

NEWS

Warehouse Group in New York Forms Corporation to Operate Staten Island Pier Terminals

AS a means of protecting the merchanting warehousing business at the Port of New York from lower storage rates at rival ports, New York Piers, Inc., has been organized by the American Dock Co., the Bush Terminal Company, the New York Dock Company and Beard's Erie Basin, Inc., and has taken over for operation four of the modern terminal piers at Tompkinsville, Staten Island.

This arrangement averts also municipal operation of the properties in direct competition with established warehousing at the port.

Holt President

The new corporation is affiliated with Piers, Inc., which, organized some months ago, is operating the United States Shipping Board's war-time Army Base in Brooklyn.

Harper A. Holt, formerly with Bush Terminal and at one time chairman of the bonded warehouse committee of the merchandise division of the American Warehousemen's Association, is president of both New York Piers, Inc., and Piers, Inc. Associated with Mr. Holt, who is an attorney who has frequently represented warehousing in legal situations, are H. H. Nevanas, a steamship man, who is vice-president of Piers, Inc.; W. J. Edgar, formerly a Bush superintendent, who is superintendent of Piers, Inc.; Miss E. W. Lefringwell, who is secretary and treasurer of both New York Piers, Inc., and Piers, Inc.; and Francis Eldrington, who, formerly with New York Dock, is superintendent of the Staten Island piers just taken over. The latter contain about 1,200,000 square feet of storage space.

A. C. Pouch is president of American Dock, Irving T. Bush is president of Bush Terminal, D. L. Tilly is president of New York Dock, and Walter F. Firth is president of Beard's Erie Basin.

New York Piers, Inc., has no business connection with Piers, Inc., of Philadelphia; Virginia Piers, Inc., Norfolk, or the Piers Operating Company, Boston. (Developments regarding these three are set forth in stories beginning on page 13.)

Organizing of New York Piers, Inc., is a step in a "port protection" plan which, inaugurated by the Foreign Commerce Club of New York and having Mayor LaGuardia's approval, has as its aims the winning back of commerce lost to rival ports and development of new business. It has been charged that high warehousing rates at New York were mainly responsible for diversion of traffic to other harbors, but this is denied by the New York warehouse group.

Under the terms of the lease between the municipality and New York Piers, Inc., the latter will use the Staten Island terminals for storage at low rates only when it is found that private warehouses cannot, because of high rentals and investments, compete with low rates

on certain types of goods at rival ports. In this way, it is anticipated, the four big companies which organized New York Piers, Inc., will be able to defeat moves by competitors in other ports to take business away from New York. To this end an advertising campaign will be carried on to acquaint shippers of the advantages of New York Port and its steamship services.

The plan to offer the Staten Island piers for storage was advocated by Mayor LaGuardia. After he had been granted authority to carry out this part of his "port protection" idea he was approached by representatives of the group now comprising New York Piers, Inc. A spokesman emphasized that the group was in the best position to determine what rates were necessary to protect the port and their own branch of the industry. After several weeks of negotiations the lease was signed on July 24.

New York Piers, Inc., will pay no rent on the Staten Island properties but will turn over to the city the net profits on the operation during the life of the lease, which is for one year. The corporation's headquarters is at 90 Broad Street, Manhattan, the offices of Mr. Holt.

Wanted:

A LIVE wire solicitor who has had experience in the moving and warehousing business—one who is willing to work and able to produce.

Address Box M-557 care of
Distribution and Warehousing,
249 West 39th Street, New
York City.

Wick Takes Over Faucett Company

Under reorganization effective July 16 the J. W. Faucett Transfer & Storage Co., Hamilton, Ohio, became the City Transfer & Storage Co. J. W. Faucett, the firm's founder, president and treasurer, has retired, having sold the business to W. L. Wick, general manager for the past twelve years.

Florida Project

The Fort Pierce (Fla.) Development Co. has begun construction of a two-story cold storage terminal and warehouse, 105 by 363 feet, for which a Federal loan of \$375,000 was recently arranged. The plant will have a capacity for handling about 280,000 boxes of fruit a month. A portion of the initial unit will be used for dry storage and later converted for cold storage service.

New Brooklyn Firm

Papers for incorporation of the Sea Beach Fireproof Storage Warehouse Co., Inc., Brooklyn, have been filed at Albany by Charles A. Wolfe, 60 East 42nd Street, New York City. Capitalization is given as 100 shares of no par value stock.

Railway Warehouses, Inc., Buys Ohio Terminal; Sted Is Manager

Railway Warehouses, Inc., recently organized in Cleveland with S. A. Sted as vice-president and general manager, has purchased from Gardner Abbott, receiver for the Ohio Terminal Co., 3540 Croton Avenue, the latter firm's properties and facilities and will operate them under Railway's name.

Mr. Sted, a veteran in merchandise warehousing, was operating executive of the Ohio Terminal.

Hartford Firm Incorporates

The Boat Line Warehouse Co., a merchandise storage firm formed in Hartford, Conn., in September of last year, has filed its organization papers under State laws. Listed as the officers are H. H. Robson, West Haven, president; Frederick A. Kirk, West Hartford, vice-president and general manager; A. D. Thomas, Milford, secretary; and Paul Blocker, Stamford, treasurer. Ralph C. Emery, Stamford, is a director. Paid-in capital is listed as \$10,000.

T. & T. Reorganizing

Plans are maturing for reorganization of the Terminals & Transportation Corporation of America, operating warehousing in Buffalo. The firm has been doing business under receivership for several years.

As an initial step the T. & T. has incorporated under Delaware laws with capital of 100 shares of no par value stock. The incorporators are L. H. Herman and Walter Lenz.

P. F. Keyser Again Honored

P. F. Keyser, treasurer of the M. A. Keyser Fireproof Storage Co., Salt Lake City, was recently reelected president of the Salt Lake City Chamber of Commerce and Commercial Club.

Malcolm A. Keyser, the warehouse firm's president, is a past president of the civic organization. This is the first instance in the club's history of two members of the same family being so honored.

Lyon Remodels a Plant

The Lyon Van & Storage Co. has remodelled part of its building at 2808 West Pico Street, Los Angeles, so as to enable the firm to utilize the building's front windows for publicity purposes. The improvements include removal of an elevator to provide additional space for manager's office with street view.

John Cameron, the manager, accomplished the changes with little cost by doing his own planning and using inside labor.

**Construction
Developments
Purchases, Etc.**

Alabama

HEADLAND—Headland Ice & Cold Storage Co. plans to rebuild that portion of its cold storage warehouse recently wrecked by fire with estimated loss of \$35,000.

California

Long Beach—R. Franklin Strong, 112 West Ninth Street, Los Angeles, heads interests planning to erect and operate a \$1,400,000 storage terminal project on waterfront property in Long Beach.

Wasco—H. H. Middlecoff and B. W. Homfeld head interests planning to build and operate a \$1,000,000 multi-story warehouse for handling vegetable crops in the Wasco-Shafter section.

Illinois

Decatur—Lincoln Moving & Storage Co., Inc., has filed notice of company dissolution under State Laws.

Mason City—Smith Transfer Co. has filed notice of company dissolution under State laws.

Indiana

Indianapolis—Denny Motor Transfer Company, Inc., has leased a rolling mill factory building on McCarty Street and will recondition and equip it as a motor truck terminal containing 57,000 square feet of floor space.

Mississippi

Gulfport—Port Commission has approved plans for construction of a 1-story steel frame warehouse, 122 by 1,800 feet, in connection with waterfront docks. The Commission has arranged for a \$1,150,000 fund for financing.

Nebraska

Omaha—Knowles Storage & Moving Company has joined the American Chain of Warehouses.

New York

Buffalo—Citizens Fur Cold Storage Warehouse, Inc., has filed notice of company dissolution under State laws.

New York City—Fireproof Storage Warehouses, Inc., recently organized, has leased space at 80 Eighth Avenue for executive offices.

New York City—Heerman Storage & Refrigerating Co. has filed notice of change in capital stock to \$501,000, from \$600,000.

New York City—Jay A. Mellish Warehouse Co., Inc., has leased space in building at 227-243 West 61st Street and will occupy for expansion.

New York City—Sullivan Warehouse Co., Inc., 108 Cliff Street, has filed notice of company dissolution under State laws.

Ohio

Columbus—Swormstedt Storage & Van Co. has leased the fireproof 4-story building formerly occupied by the Jefferson Creamery Co. at 228-238 North Lazelle Street.

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Distribution and Warehousing
August, 1934

Pennsylvania

Philadelphia—Quaker Storage & Warehousing Co. has leased and will occupy a building at Ogontz Avenue and Spenser Street Southwest.

Virginia

Portsmouth—Southgate Storage Co., Inc., plans rebuilding a warehouse unit recently damaged by fire with a loss of about \$20,000.

Richmond—Richmond Waterfront Terminals are considering plans for a \$60,000 1-story warehouse and transit shed at local city wharf.

Washington

Lynden—Washington Cooperative Egg & Poultry Association plans construction of a \$35,000 1-story warehouse.

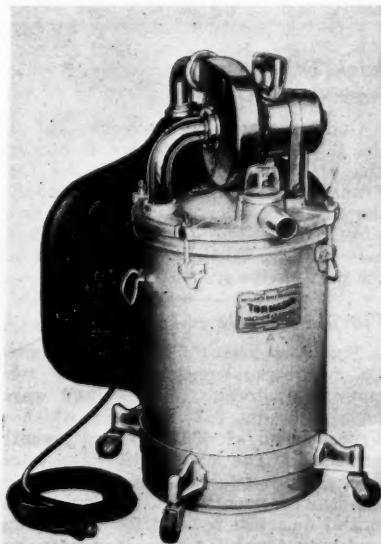
Seattle—Chicago, Milwaukee, St. Paul & Pacific Railroad has awarded a contract for a \$25,000 1-story warehouse at 75 Massachusetts Avenue.

**Breuer Announces a
New Vacuum Cleaner**

A NEW heavy-duty type of industrial vacuum cleaner "of exceptional power combined with light weight" has been placed on the market by the Breuer Electric Manufacturing Co., Chicago.

Specifications of this "Model 112 Tornado" include a 1 hp. ball-bearing General Electric motor; 46½-inch waterlift; weight, 45 pounds; observation glass; 12-gallon steel tank; and complete set of standard attachments for all plant cleaning purposes.

The observation glass permits the op-



Breuer vacuum cleaner

erator to see the dirt being removed when cleaning. The motor unit can be removed for use as a handy blower.

Rug and carpet cleaning is one of the uses for which the machine is primarily designed.

**New Incorporations
as Announced Within
the Storage Industry**

Arkansas

LITTLE ROCK—Joseph & Hefner, Inc. Cold storage warehouse and ice plant. Capital, \$10,000. Incorporators, Albert M. Hefner and M. J. Joseph.

Illinois

Chicago—Grand Rapids Storage & Furniture Co., 1218 Michigan Boulevard. Capital 200 shares of no par value stock. Principal incorporator, Morris Schwartz.

Chicago—Interstate Refrigeration Co., 446 North Clark Street. Cold storage warehouse and refrigerating plant. Capital 30 shares of no par value stock. Incorporators, Joseph A. Corso and Samuel N. Lamm.

Chicago—Jackson and Michigan Vault Company, 310 South Michigan Avenue. To own, lease, purchase, acquire, construct, and operate for hire, safe deposit vaults, safes, boxes, and storage rooms. Capital 500 shares of no par value stock. Incorporators, Joseph F. Strub, Harry L. Mitchell and Paul H. Leffman.

Massachusetts

Boston—Waterfront Terminals, Inc. Terminal warehousing. Capital 1000 shares of no par value stock. William A. Morton is president; and Thomas H. Hutton, 8 Irving Street, is treasurer.

Missouri

Kansas City—Lester Warehousing Service, Inc. Capital \$20,000. Incorporators, Robert R. Lester and John C. Lester, Brookside Hotel.

New Jersey

Jersey City—O. W. Johnson, Inc. Storage warehousing. Capital \$50,000. Incorporators, Ezra L. Nolan, 89 Monticello Avenue; and Osmund W. Johnson.

New York

Brooklyn—Glasgow Storage Warehouse Co., Inc. Capital 200 shares of no par value stock. Incorporators, James B. Charne, 179 East Seventy-ninth Street; Lillian N. Kaplans, Hotel Savoy Plaza; and Arthur Berensen, 2 East Fifty-ninth Street, all in Manhattan.

Ithaca—Ogdensburg Co-Operative G. L. F. Service, Inc. General warehousing. Capital \$25,000. Incorporators, E. Victor Underwood, 203 Ithaca Road; and Sherman Peer, Seneca Building.

New York City—Daley's Blue Line Transfer, Inc. Capital 100 shares of no par value stock. Incorporators, Samuel Greenberg, 122 East Forty-second Street, and Joseph Schlessinger.

New York City—National Freight Agency, Inc., recently chartered under Delaware laws, has filed notice of organization, with \$2,500,000 capital, to operate in New York, with headquarters at 120 Broadway.

New York City—Unity Food Stores Cooperative Association, Inc. General warehousing. Capital \$25,000. Incorporators, Eddy Mergian, 934 First Avenue, and Harold J. Glickman.

(Concluded on page 50)

North Pier Is Building \$150,000 Barge Terminal Along the Chicago River

THE North Pier Terminal Co., active for a number of years in the operation of waterway terminals—at the mouth of the Chicago River in Chicago; at East Chicago, Ind.; and in Milwaukee, Cleveland, and Toledo—has launched another project in the construction of a \$150,000 barge terminal at the junction of the South Branch of the Chicago River and the Sanitary Canal at South Western Avenue in Chicago and adjacent to a wide turning basin in the river.

The site, a 15-acre tract, is owned by the Illinois Northern Railway, a belt line, which is a subsidiary of the International Harvester Company. International Harvester is building the terminal, which will be leased on a long term and will be operated under the name of North Pier River Barge Terminal.

The new terminal will provide 3,500 feet of dockage, and the building is to be a one-story structure 200 feet long and 70 feet wide, of corrugated sheet iron. There will also be two open loading and unloading platforms each approximately 100 feet long, with trackage on each side. The terminal will be served by the Illinois Northern and will be accessible to all river traffic. The Federal Barge Line will be a user, and other lines desiring to use it may do so as either private or contract users. There is 20 feet of water, so that lake boats can be served without difficulty. Another advantage is free reciprocal switching from rail to boat and vice versa, as the terminal is listed as an industry in Galligan's Tariff.

The location is not a great distance from Chicago's down-town business center and is comparatively close to the Stock Yards and the Central Manufacturing District.

It is estimated that from fifteen to twenty barges and boats could be using the dock at the same time. Ample conveying equipment will be supplied for loading and unloading boats. In addition there will be a fleet of industrial tractors and trailers as well as two 15-ton caterpillar cranes with 50-foot booms for the handling of freight about the yards. Ample space will be provided also for out-door bulk storage.

North Pier expects to handle in the neighborhood of 100,000 tons of freight a year; and as it is anticipated that the business will expand from year to year, ample provision has been made for development.

Eastman Warns Railroads to Improve Produce Containers

DISTRIBUTION AND WAREHOUSING'S
WASHINGTON BUREAU,
1157 National Press Building

THE railroads of the country are wasting millions of dollars annually in loss and damage claims resulting from the use of inferior and unsafe containers for fruits and vegetables, according to Joseph B. Eastman, Federal

NEWS

Coordinator of Transportation, who roundly scored the regional coordinating committees of the carriers for failing to propose definite ways and means to standardize these containers and set up loading rules.

The Federal Coordinator gave the committees another chance to do something definite alone but warned that is "voluntary action by the railroads cannot be obtained, the alternative is an order from me under the provisions of the Emergency Railroad Transportation Act of 1933."

Last December Mr. Eastman submitted to the committees a proposal pertaining to container specifications and loading rules for fresh fruits and vegetables. The committees set up a special committee to look into the problem and report to the Coordinator. The report was made on May 23.

"I find this report a disappointing document," said Mr. Eastman, "for it apparently fails to grasp the reasons for the proposal and deals quite superficially with it. It is quite impossible that the report was framed in the light of unstated considerations, for those which are stated are plainly inadequate."

—Michael M McNamee.

Wirthmans Hurt in Motor Car Mishap

Joseph C. Wirthman, president of the Lincoln Storage & Moving Company, Kansas City, Mo., and Mrs. Wirthman were injured in an automobile accident between Canon City and Burlington, Colo., while on a vacation in July. Their car overturned at a bad spot on the highway.

Mrs. Wirthman suffered a sprained back and bruises on back and hips and her husband was less seriously hurt. They were moved to a Burlington hospital and remained there three days. Returning to Kansas City by train, they went to another hospital for a rest.

Robert C. Greeley Heads Company

The following officers were recently elected by the Greeley-General Warehouse Co., Cleveland:

President and treasurer, Robert C. Greeley; vice-president, W. Rahe; secretary, C. C. Prescott.

Mr. Greeley succeeds his father, the late Alton H. Greeley, who was president of the American Chain of Warehouses at the time of his passing earlier this year. The son was formerly the company's vice-president.

Michigan Blaze

Fire on July 11 destroyed a frame warehouse of the South Haven Terminal Company, South Haven, Mich., and four Michigan Central freight cars. Total loss was estimated at \$130,000. Wood pulp, groceries and garments were among the commodities burned.

Milbauer Sees a Lull in Merchandise Storing but with Prospect Favorable

REPORTING as chairman of the warehouse and storage committee of the Atlantic States Shippers Advisory Board at the group's executive committee meeting at Atlantic City, N. J., on July 13, Charles Milbauer, manager of the South Eleventh Street Warehouse Corporation, Brooklyn, stated that merchandise warehousing occupancy in the territory was 75 per cent.

"Due to the signing of the merchandise warehousing Code of Fair Competition," Mr. Milbauer said, "there was a slight lull in the storing of merchandise, and with the adjustment of rates and conditions the amount of goods in store has shown a slight increase in certain commodities imported for future markets and held at seaboard cities for Exchange purposes.

"The general storage of goods has been affected due to the increase in storage rates, and will have a tendency by national distributors to cut down on their warehouse stocks.

"Consumption of goods in store has been slow, in many lines and due to market conditions, and business in general has not heeded to move stocks stored; the impression in the trade is that there will be an increase of goods stored in the third and last quarters, due to the natural consumption, and with the increased purchasing power in effect after September."

Development in Quaker City Receivership Situation

Judge W. H. Kirkpatrick in United States District Court in Philadelphia held a hearing on July 2 on petition to entertain a motion for making permanent the appointment of Horace P. Serrill and W. Edward Torrey as trustees of the assets of the Quaker City Cold Storage Co., which had been in equity receivership since August 7, 1933. The court previously had appointed Mr. Serrill, president of the storage company, and Mr. Torrey, representing the concern's bondholders, as temporary trustees, under the amended Bankruptcy Act permitting the court to make such appointment as a relief measure until a corporation undergoing difficulties at the hands of minority creditors has an opportunity to seek an adjustment of its obligations.

After the hearing, Judge Kirkpatrick issued an order and decree making the appointment permanent.

Home Exposition Staged in Little Rock Warehouse

The entire fifth floor, with 10,000 square feet of floor space, of the building of the Terminal Warehouse Co. at 500 East Markham Street, Little Rock, Ark., has been made the home of the Arkansas Gazette's first annual State Home Renovation Exposition, which is in progress from July 16 to Sept. 1.

**Exceptions in "Allowances"
Case Pave Way for Possible
Appeals by the Defendants**

OPENING the way for a possible appeal from the United States District Court's judgment, rendered June 22 in the Philadelphia "allowances" case, for treble damages under the Sherman Anti-Trust Act and counsel fees, to the plaintiff Terminal Warehouse Co., the defendant Pennsylvania Railroad Co. and the defendant Merchants Warehouse Co., through counsel, filed individual petitions on July 2, asking the Court to grant certain exceptions, and Judge Oliver B. Dickinson immediately complied.

As published in the July *Distribution and Warehousing*, judgment was entered for the Terminal Warehouse Co. in the total sum of \$41,338.81, assessed as follows: amount of the jury's verdict, \$136,125; interest from March 27, 1934, to date, \$1,963.81; additional sum for treble damages, \$272,250. The Court also fixed counsel fees at \$27,000 to be taxed as part of the costs, judgment being with costs added.

No indication of an appeal from this judgment, other than the filing of the exceptions since allowed, and without which routine step the Court's actions could not be "assigned as error," has come from the defendants' counsel.

The exceptions filed and allowed on July 2 are as follows:

By John Hampton Barnes, attorney for the Pennsylvania Railroad Co.: (1) "To the Court's order, entered June 22, 1934, making absolute the plaintiff's rule for judgment in treble the amount of the jury's verdict; allowing plaintiff a counsel fee of \$27,000, to be taxed as part of the costs; (2) the entering of judgment for the plaintiff in the sum of \$410,338.81; and (3) to the Court's order, entered Oct. 20, 1933, under 28 Y. S. C., Section 636, allowing the plaintiff's motion for the production in court of certain documents, writings and records of the Pennsylvania Railroad Co., mentioned in said motion, upon trial of the case." This exception the Court granted *nunc pro tunc*.

By Robert T. McCracken, attorney for the Merchants Warehouse Co.: (1) "To the Court's action in making absolute the plaintiff's rule for judgment for treble damages and for allowance of counsel fees; the trebling, by the Court, of the damages in the total sum of \$410,338.81 and the allowance and fixing of counsel fees in the sum of \$27,000, to be taxed as part of the costs; and (2) the entry of judgment in the sum of \$410,338.81, together with counsel fees of \$27,000, to be taxed as part of the costs."

Prior to the award made by the Court to the plaintiff Terminal Warehouse Co., Mr. Barnes and Mr. McCracken had filed the following supplemental answer to the plaintiff's motion for judgment and to treble damages:

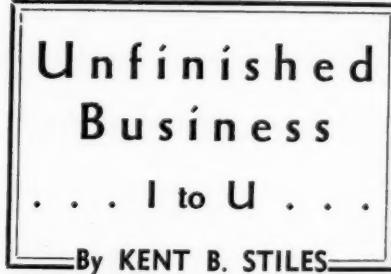
"Judgment, if and when entered, should be in the amount of the jury's verdict and not for threefold that amount; because Section 7, of the Sherman Act, approved July 22, 1890, as amended and superseded by Act of Congress, October 15,

1914, Section 4, Revised Statutes 731, provides: 'Any person who shall be injured in his business or property by reason of anything forbidden in the Anti-Trust Laws, may sue therefor in any District Court of the United States in which the defendant resides, or is found, or has an agent, without respect to the amount in controversy; and shall recover threefold damages by him sustained and the cost of the suit, including a reasonable attorney's fee.'

"There has been no authority in the Statute permitting the Court to treble the amount of the jury's verdict, it being within the power of a jury, only, to award threefold damages sustained."

Overland Expands

The Overland Terminal Warehouse Co., Los Angeles, has added a bonded storage building. A feature, according to Gordon Ross, manager, is a combination of cooler area and dry storage so that a greater variety of imported merchandise can be handled.



(Concluded from page 23)

to huge sums. In fact, a bonded warehouse is a little free zone."

Mr. Dietrich told the New Orleans group further:

"That the free zone idea comprehends the taking away of business now being done by bonded warehouses is confirmed by the reading of the law, to wit: products of the United States may be stored in the free zone; foreign imported merchandise may be stored in the free zone and then re-shipped into customs territory of the United States. It is plain, therefore, that the export trade upon which it is said no customs facilities are necessary would not of itself be sufficiently attractive to the proponents of such free zone."

"The records of the Custom House show there are forty bonded warehousemen in the Port of New Orleans, divided into eight classes, and we know of no demand on the part of the customers for a change, or any dissatisfaction with the present bonded warehouse system."

"When a foreign trade zone is established in any port it must be operated by some public agency or by some individual or some corporation holding a grant from such public agency."

"Therefore a monopoly will soon be set up."

The California Warehousemen's Association is one of the industry's groups which was on record opposing the bill.

**New Incorporations
as Announced Within
the Storage Industry**

(Concluded from page 48)

New York City—Washington Terminal & Warehouse Corporation. Warehousing and trucking. Capital \$20,000. Incorporators, Charles L. Skelly and Louis S. Weiner. Representative, McManus, Ernst & Ernst, 170 Broadway.

Utica—Ice Service Corporation of Utica, Inc. Cold storage warehouse and ice plant. Capital 200 shares of no par value stock. Incorporators, Dewey D. Hill, 34 Proctor Boulevard; and David Copeland, 1512 Kemble Street.

North Carolina

Sanford—Lee County Warehouse Company. General warehousing. Authorized capital stock 50,000. Stock subscribers, E. M. Underwood, Jr., J. F. Foster, R. E. Marks and O. P. Makepeace.

Ohio

Cleveland—Service Freight Forwarding & Distributing Corp. Capital 100 shares of no par value stock. Incorporators, M. G. Imason, Harvey Gross and Gabriel Leeb.

Toledo—Irwinski Moving & Storage Co. Capital 50 shares of no par value stock. Incorporators, Chester A. Irwinski, Earl J. Hood and Joseph A. Robie.

Pennsylvania

Philadelphia—White Line Moving & Storage Co., 5186 Lancaster Avenue, has filed notice of organization to operate warehousing and van service. M. E. Fanelle heads the interests.

Rhode Island

Woonsocket—Manufacturers' Warehouse Co., Inc. Capital 100 shares of no par value common stock. Incorporators, Henry B. Gardner, Jr., John Rae Gilman, and Gerald W. Harrington.

South Carolina

Greenville—Wilson Bonded Warehouse Company, Inc. Capitalization \$20,000. W. H. Wilson is president, W. H. Wallace is vice-president, S. E. Adams is secretary and O. L. Simpson is treasurer.

Texas

Longview—Morgan Ice Co. Cold storage warehouse and ice plant. Capital \$50,000. Incorporators, H. Wafe and J. Homer Kerley.

San Antonio—Blue Star Ice & Cold Storage Co. Cold storage warehouse and ice plant. Capital \$10,000. Incorporators, Jack E. Guggenheim and Nathaniel Goldsmith, 154 Park Hill Drive.

Virginia

Norfolk—Virginia Terminal Corporation. Terminal warehousing and trucking. Capital \$100,000. Principal incorporator, John T. Campbell.

When you ship goods to a fellow warehouseman use the Monthly Directory of Warehouses.

WHERE TO BUY

The purpose of this department each month is to keep you informed of all products, supplies, etc., that you normally use in your business plus new products that are from time to time placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the new, as well as the old firms whose aim it is to help

you save and earn more in the operation of your business.

Should you not find listed or advertised in this "Where-to-Buy" department the product you wish to purchase, please write us and we will be glad to send you the makers name and address.

Our desire is to serve you in every way we can.

Distribution and Warehousing
249 West 39th St., New York, N. Y.

ALARMS (Fire)

American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.

BODIES (Van)

American Car & Foundry Co.; 30 Church St., New York, N. Y.
Bender Body Co.; W. 62nd & Denison Ave., Cleveland, Ohio.
Burch Body Co.; Rockford, Mich.
Coo-Wagon Works, Inc.; A. E. 77 E. North St., Buffalo, N. Y.
Delaine & Nisbett; 745-747 Third Ave., Brooklyn, N. Y.
Eclipse Box & Lumber Co.; 18-20 Wooster St., New York, N. Y.
Fitzsimons & Crisp, Inc.; Trenton, N. J.
Gerstenslager Co.; Wooster, Ohio.
Guedelinger Wagon Co.; John; 202 Kentucky Ave., Indianapolis, Ind.
Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.
Maday, M.; 1756 Genesee St., Buffalo, N. Y.
Met-L-Wood Corp.; 6755 W. 65th St., Chicago, Ill.
Niagara Body Co.; 3070 Main St., Buffalo, N. Y.
Proctor-Kees Body Co.; 7741 Dix Ave., Detroit, Mich.
Roloff, Inc.; Kendall Square, Boston, Mass.
Scheuer Wagon Co.; Gustav; 4168 Lorain Ave., Cleveland, Ohio.
Schrakraft Truck Bodies; 1201 Washington Blvd., Chicago, Ill.
Teckens Bros.; 1015 Harrison St., Flint, Mich.
U. B. Body & Forging Co., Inc.; 185 Tonawanda St., Buffalo, N. Y.
Whitfield & Sons; Penn Yan, N. Y.
Wiedman Body Co., Geo.; North Tonawanda, N. Y.

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THE GERSTENSLAGER CO.

The Only Exclusive Van Body Builders in the U.S.

WOOSTER OHIO

Pioneer Builders of Aluminum Vans

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Anderson Box & Basket Co.; Drawer No. 10, Audubon District, Henderson, Ky.
Backus Jr., & Son A.; Dept. 5, Trumbull & Fort St., Detroit, Mich.
Byrnes, Inc.; W. L.; 446-448 E. 134th St., New York, N. Y. (Piano)
Eclipse Box & Lumber Co.; 18-20 Wooster St., New York, N. Y.
Lewis Co. G. B.; Watertown, Wis.
Miami Mfg. Co.; Peru, Ind.
Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.
(See advertisement elsewhere in this issue.)

DEMOUNTABLE TRUCK BODIES

Write for Information

ROLOFF, INC.
KENDALL SQUARE
BOSTON, MASS.

BOX STRAPPING (Machines and Supplies)

Arme Steel Goods Co.; 2836 Archer Ave., Chicago, Ill.
American Casting & Mfg. Corp.; 38 Main St., Brooklyn, N. Y.
American Steel & Wire Co.; Rockefeller Bldg., Cleveland, Ohio. (strapping only)
Cary Mfg. Co.; Manhattan Bridge Plaza, Brooklyn, N. Y.
Harvey Spring & Forging Co.; Racine, Wis.
Signode Steel Strapping Co.; 2600-2620 N. Western Ave., Chicago, Ill.
Stanley Works; Grove Hill & Lake St., New Britain, Conn.
Tennant Sons & Co., C.; 19 W. 44th St., New York, N. Y.
Wire & Steel Products Co.; Van Brunt & Seabring Sts., Brooklyn, N. Y.

BRINE

Solvay Sales Corp.; 61 Broadway, New York, N. Y.

CARPET CLEANING EQUIPMENT

American Laundry Mch. Co.; Norwood Sta., Cincinnati, Ohio.
Arco Vacuum Corp.; 40 West 40th St., New York City.
Bertsch & Company; Cambridge City, Ind.
Chief Mfg. Co.; 806 Beecher St., Indianapolis, Ind. (Beaters, stationary.)
Cleveland Rug Cleaning Mch. Co.; East 35th St. & Erie R.R., Cleveland, Ohio.
Electric Rotary Mch. Co.; 3246 W. Lake St., Chicago, Ill.
Kent Co., Inc.; 542 Dominick St., Rome, N. Y. (Shampooing equipment.)
Superior Rug Mch. Co.; 2358 Ogden Ave., Chicago, Ill.
United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Conserville, Ind.

CASTERS (Truck)

Adams Co.; Dubuque, Iowa.
American Caster Co.; P. O. Box 524, Hamilton, Ohio.
Bassick Co.; 38 Austin St., Bridgeport, Conn.
(See advertisement elsewhere in this issue.)
Bond Foundry & Mch. Co.; Manheim, Lancaster County, Pa.
Buffalo Pulley & Caster Co., Inc.; 175 Breckenridge St., Buffalo, N. Y.
Clark Co.; George P.; 4 Canal St., Windsor Locks, Conn.
Colson Co.; Box 550, Elyria, Ohio.

CASTERS (Truck)—Continued

Darnell Corp., Ltd.; P. O. Box 2008 Sta. B., Long Beach, Cal.
 Divine Bros.; 101 Whitesboro St., Utica, N. Y.
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.
 Globe Vise & Truck Co.; 1461 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Jarvis & Jarvis; 200 S. Main St., Palmer, Mass.
 Lansing Co.; 602 Cedar St., Lansing, Mich.
 Lyon Iron Works, Inc.; Box A, Greene, N. Y.
 Market Forge Co.; Garney St., Everett, Mass.
 Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.
 New Britain Mch. Co.; 140 Chestnut St., New Britain, Conn.
 Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.
 Oppenheim Bros.; 1107 Broadway, New York, N. Y.
 Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.
 Phoenix Caster Co.; Hamilton, Ohio.
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
 Sippel Co., Wm. H.; Dept. D-W, South Bend, Ind.
 Tucker & Dorsey Mfg. Co.; Dept. D. W., 8 State & Bates St., Indianapolis, Ind.
 Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

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Over 438 sizes and types for every class of service.

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THE BASSICK CO.
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American District Telegraph Co.; 155 Sixth Ave., New York, N. Y.
 Betex Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only).
 Howard Clock Co.; E. 206 Eustis St., Boston, Mass.
 International Time Recording Co.; 270 Broadway, New York, N. Y.
 Simplex Time Recorder Co.; Lincoln Blvd., Gardena, Calif.
 Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only).

CONTAINERS (Shipping)

Backus, Jr. & Sons, A.; Dept. 5, Trumbull & Fort Sta., Detroit, Mich.
 Bird & Son, Inc.; Mill St., East Walpole, Mass.
 Hummel & Downing, Milwaukee, Wis.
 King Edge Ware, Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.
 Lewis Co., G. L.; Watertown, Wis.
 Mt. Vernon Car & Mfg. Co.; Mt. Vernon, Ill.
 Truscon Steel Co.; Cleveland, Ohio.
 Wisconsin Box Co.; P. O. Box 297, Wausau, Wis.

CONVEYORS

Avey-Ferguson Co.; 75 Bianey Ave., Cincinnati, Ohio. (Gravity)
 Avey Mchy. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)
 Bartlett & Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)
 Brown Hoisting Mchy. Co.; 4408 St. Clair St., N. E., Cleveland, Ohio.
 Chain Belt Co.; 736 Park St., Milwaukee, Wis.
 Clark Tractor Co.; Battle Creek, Mich.
 Howe Chain Co.; 230 E. Clay Ave., Muskegon, Mich.
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
 Lamson Co.; Syracuse, N. Y. (Portable and gravity)
 Link-Belt Co.; 300 W. Pershing Rd., Chicago, Ill. (Portable and gravity)
 Logan Co.; 201 N. Buchanan St., Louisville, Ky. (Portable, power and gravity)
 Louder Mchy. Co.; 1116 Broadway, Fairfield, Iowa.
 Mathews Conveyor Co.; 120 Tenth St., Ellwood City, Pa. (Gravity)
 McKinney-Harrington Conveyor Co.; North Chicago, Ill. (Portable and stationary)
 Ogden Iron Works Co.; 2257 Lincoln Ave., Ogden, Utah.
 Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)
 Portable Machinery Co.; 17 Lakeview Ave., Clifton, N. J. (Portable)
 Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill.
 Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)
 Stearns Conveyor Co.; E. 200th St. & St. Clair Ave., Cleveland, Ohio.

CORDAGE

Pilcher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.
 Powers & Co.; 26th & Reed Sta., Philadelphia, Pa. (Flat)
 (See advertisement elsewhere in this issue)

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

COVERS (Paper Furniture)

Ace Paper Co., Inc.; 127 Bleeker St., New York, N. Y.
 Pilcher-Hamilton-Daily Co.; 349 W. Ontario, Chicago, Ill.
 Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

COVERS (Piano)

Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
 Canvas Specialty Co., Inc.; 200 Canal St., New York, N. Y.
 (See advertisement elsewhere in this issue)
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
 (See advertisement elsewhere in this issue)
 Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.
 Gotch Co., Walter M.; 630 W. Adams St., Chicago, Ill.
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.
 Idec Warehouse Supply Co.; 364 Washington Blvd., Chicago, Ill.
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
 New Haven Quilt & Pad Co.; 82-86 Franklin St., New Haven, Conn.
 (See advertisement elsewhere in this issue)

Oppenheim Bros.; 1107 Broadway, New York, N. Y.
Powers & Co.; 26th & Reed Sta., Philadelphia, Pa.
 (See advertisement elsewhere in this issue)
Self-Lifting Piano Truck Co.; Findlay, Ohio.
 (See advertisement elsewhere in this issue)
 Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.
 Wilcox Co., M. I.; 210 Water St.; Toledo, Ohio.
 Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

COVERS (Truck)

(Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Trafficway at 23rd St., Kansas City, Mo.
 Barnett Canvas Goods & Bag Co.; 131 Arch St., Philadelphia, Pa.
 Boyle & Co., Inc.; John; 112-114 Duane St., New York, N. Y.
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown Mass.
 Carnie-Goudie Mfg. Co.; 26th & Penn, Kansas City, Mo.
 Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.
 Channon Co., H.; 149 N. Market St., Chicago, Ill.
 Clifton Mfg. Co.; Waco, Texas.
 Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.
 Erick & Co., Fred; 36th St. at Third Ave., Brooklyn, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
 (See advertisement elsewhere in this issue)
 Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.
 Hettrick Mfg. Co.; D. W. 28, Summit & Magnolia Sts., Toledo, Ohio.
 Hoeger Co., Inc.; Wm. H.; 135 S. Main St., Los Angeles, Cal.
 Hooper & Sons Co., Wm. E.; 3502 Parkdale St., Baltimore, Md.
 Humphry's Sons, R. A.; 1024 Callowhill St., Philadelphia, Pa.
 Idec Warehouse Supply Co.; 364 Washington Blvd., Chicago, Ill.
 Jacksonville Ship Chandlery & Awning Co.; Dept. H; 231-9 E. Bay St., Jacksonville, Fla.
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.
Powers & Co.; 26th & Reed Sta., Philadelphia, Pa.
 (See advertisement elsewhere in this issue)
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.
 Smith Co., Arthur F.; 139 Spring St., New York, N. Y.
 U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.
 Upson-Walton Co.; 1245 W. Eleventh St., Cleveland, Ohio.
 The Wagner Awning & Mfg. Co.; 2558 Scranton Road, Cleveland, Ohio.
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

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Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

Boxes, Cartons, Bassick Casters, Covers, Dollies, Excelsior, White Tar Naphthalene, Lumber, Pads, Paper, Tar Paper, Twines



Complete line Warehouse and Van Equipment and Supplies

VAN OWNERS PURCHASING BUREAU, INC.

W. C. PETRY NEW YORK, N. Y. 144 Columbus Ave.

August, 1934

DISTRIBUTION and WAREHOUSING

53

DO YOU KNOW

There are
more than

15000

Recognized
Shippers
in the
United States?

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Let us tell you how you reach all of them through a small advertisement in



Distribution and Warehousing

249 West 39th St., New York City

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

DOORS (Cold Storage, Elevator and Fire)

California Fpf. Door Co.; 1919 E. 51st St., Los Angeles, Cal. (Fire)
Cornell Iron Works; 77 Marion St., Long Island City, N. Y. (Elev. and fire)
Gillen-Cole Co.; 15th & Overton Sts., Portland, Ore. (Cold stge.)
Harris-Presbie Door Co.; 220 N. Dearborn St., Chicago, Ill. (Fire)
Jameson Cold Storage Door Co.; P. O. Box 26, Hagerstown, Md. (Cold stge.)
Kinsman Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)
Merchant & Evans Co.; 2035 Washington Ave., Philadelphia, Pa. (Fire)
National Refrigerator Co.; 827 Koelin Ave., St. Louis, Mo. (Cold stge.)
North American Iron Works; 116-136 57th St., Brooklyn, N. Y. (Fire)
Peel Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)
Richards-Wilcox Mfg. Co.; 316 W. Third St., Aurora, Ill. (Fire)
Richmond Fpf. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)
Security Fire Door Co.; 3044 Lambdin Ave., St. Louis, Mo. (Elev. and fire)
Smith Wire & Iron Works, F. P.; Fullerton, Clybourne & Ashland Aves., Chicago, Ill. (Fire)
Tyler Co., W. S.; 3621 Superior Ave., N. E., Cleveland, Ohio. (Elev.)
Variety Mfg. Co.; 2958 Carroll Ave., Chicago, Ill. (Cold stge. and fire)
Vulcan Rail & Const. Co.; Grand St. & Garrison Ave., Massapequa, N. Y. (Fire)
Ward Refrig. & Mfg. Co.; 6501 S. Alameda St., Los Angeles, Cal. (Cold stge.)
Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Elev.)
Wilson Corp., J. G.; Box 1194, Norfolk, Va. (Fire)

ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Biscayne Ave., Oakley, Cincinnati, Ohio.
Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)
Otis Elevator Co., Eleventh Ave. & 26th St., New York, N. Y.
Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

ELEVATORS (Portable)

Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo.
Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
Jeffray Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.
Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
Link-Belt Co.; 2445 Hunting Park Ave., Philadelphia, Pa.
Revolverator Co.; 336 Garfield Ave., Jersey City, N. J.

EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.
American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.
Orange Mfg. Co.; Elfland, N. C.
Philips Excelsior Co.; Chattanooga, Tenn.
Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.

EXTERMINATORS (Rat or Mice)

Copeland Sanitation Co.; 263 W. 54th St., New York, N. Y.
Ratin Laboratory, Inc.; 116 Broad St., New York, N. Y.

EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 900 Erie St., Elmira, N. Y.
Du-Gas Fire Extinguisher Corp.; 307 5th Ave., New York, N. Y.
Elkhart Brass Mfg. Co.; 1302 W. Beardsey Ave., Elkhart, Ind.
Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.
Pacific Fire Extinguisher Co.; 440 Howard St., San Francisco, Cal.
Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.
Safety Fire Extinguisher Co.; 290 Seventh Ave., New York, N. Y.
Solvay Sales Corp.; 61 Broadway, New York, N. Y.

FLOOR REPAIRING MATERIAL

Euclid Chemical Co., 7012 Euclid Ave., Cleveland, Ohio.
Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio

FREIGHT FORWARDERS (General)

Empire Freight Co.; offices, New York, 117 Liberty St.; Boston,
Mass., 93 Huntington Ave.; Chicago, Ill., 53 W. Jackson
Blvd.; Los Angeles, Cal., 324 N. San Pedro St.; San Francisco, Cal., Room 478, Monadnock Bldg., 681 Market St.

SPECIAL REDUCED FREIGHT RATES

With Private Through Car Loadings to and from the Far West
and Pacific Coast

HOUSEHOLD GOODS and AUTOMOBILES
An Efficient Service Based on Years of Knowledge and
Experience

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Foreign and
Domestic Lift Van
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53 W. Jackson Blvd. Oakland, Seattle, Portland 316 Commercial St.

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Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

HOISTS (Chain and Electric)

Atlas Traller & Water Mufflers, Inc.; U. S. Natl. Bank Bldg., Galveston, Texas.
(Elec.)
Boston & Lockport Block Co.; 100 Condor St., East Boston, Mass. (Chain)
Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia, (Elec.)
Chisholm-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)
Ford Chain Block Co.; Second & Diamond Sts., Philadelphia, Pa. (Chain)
Harnischfeger Corp., 4401 West National Ave., Milwaukee, Wis. (Chain and elec.)
Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)
Hobbs Co., Clinton E.; 208 Chelsea St., Everett Sta., Boston, Mass. (Chain and elec.)
Londen Mch'y. Co.; 1116 Broadway, Fairfield, Iowa. (Chain)
New Jersey Fdry. & Machine Co.; Garwood, N. J.
Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)
Roepel Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)
Wright Mfg. Co.; York, Pa. (Chain)
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

INSECTICIDES

American Cyanamid Co.; Rockefeller Plaza—49th St. & 5th Ave., New York, N. Y.
Associated Textile Research Lab., 5416 No. 5th St., Phila., Pa.
Barrett Co.; 40 Rector St., New York, N. Y.
Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
Carbide & Carbon Chemicals Corp., 30 E. 42nd St., New York, N. Y. (Gas)
Cenol Co., Dept. M; 4250-56 No. Crawford Ave., Chicago, Ill.
Copeland Sanitation Co.; 263 W. 54th St., New York, N. Y.
Enos Chemical Co.; 2367 Logan Blvd., Chicago, Ill.
Furniture Fumigation Corp., 500 Fifth Ave., New York, N. Y.
Girard Co., Inc., Felix; Fourth Ave. and Franklin, Minneapolis, Minn.
Gottlieb Chemical Co.; 148 W. 24th St., New York, N. Y.
Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.
Michigan Alkali Co.; 10 East 40th St., New York, N. Y.
Midway Chemical Co.; 5235-5259 W. 65th St., Chicago, Ill.
National Home Sanitation Co., Dept. AA 627 First Ave., North, Minneapolis, Minn.
Potter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.
Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.
(See advertisement elsewhere in this issue.)
Wells, E. S.; Jersey City, N. J.
West Disinfecting Co.; 42-16 Barn St., Long Island City, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement on page 55 of this issue.)
Wizard, Inc., 5235-5259 W. 65th St., Chicago, Ill.



If You Were Convinced

That Berlou will fulfill all of the claims made for it—that it will actually prevent moth damage for the life of articles treated—you would certainly want to be a Berlou dealer, wouldn't you?

Berlou Absolutely Cannot Fail

Time and use as well as laboratory tests prove every claim. Berlou penetrates articles treated like a dye and, like dye, it becomes an actual part of the material. The experience of hundreds of warehouse operators throughout the United States is our best recommendation.

Better Still

Send \$5 for a trial gallon. It will bring you a profit of from \$20 to \$25. We will send you complete instructions.

For complete information write

NATIONAL HOME SANITATION CO.
627 First Avenue North
Minneapolis, Minn.

A rolling-stone advertiser is one who is always about to get some benefit out of his advertising, but who never does.

NAPHTHALENE FLAKES

Barrett Co.; 40 Rector St., New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement on page 55 of this issue.)



POLAR BRAND NAPHTHALENE

FLAKE
•
BALL

To prevent damage from moths there is nothing better than flake naphthalene. It gets results.

Made by America's oldest and most experienced manufacturer of coal-tar products, Barrett Standard Polar Naphthalene is unsurpassed for uniformity, strength and effectiveness.

Phone, write or wire for price quotations.

THE BARRETT COMPANY
40 Rector St., New York, N. Y.



PADS (Canvas Loading)

Barnett Canvas Goods & Bag Co.; 181 Arch St., Philadelphia, Pa.
Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
Buffalo Pad and Quilt Co.; 403 Broadway, Buffalo, N. Y.
Canvas Specialty Co., Inc.; 200 Canal St., New York, N. Y.
Chicago Quilt Mfg. Co.; 1357 Roosevelt Rd., Chicago, Ill.
Ehrick & Co., Fred; 38th St. at Third Ave., Brooklyn, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)

Goss Co., J. C.; Woodbridge & Bates Sts., Detroit, Mich.
Gotch Co., Walter M.; 630 W. Adams St., Chicago, Ill.
Hottrick Mfg. Co.; D. W. 28 Summit & Magnolia Sts., Toledo, Ohio.
Humphry's Sons, R. A.; 1020 Callowhill St., Philadelphia, Pa.
Idea Warehouse Supply Co.; 364 Washington Blvd., Chicago, Ill.
Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
Maish Bedding Co.; Clifford W.; 1501 Freeman Ave., Cincinnati, Ohio.
Maish Co., Chas. A.; 1135 Bank St., Cincinnati, Ohio.
Mallett Textile Co.; 1205 S. Boulevard, New York, N. Y.
Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.

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FURNITURE PADS

Always improving values through nineteen years of honest service.

Cut sizes 36 x 72, 54 x 72, 72 x 72, 80 x 72.

Write for prices and samples.

Van Linings
Grand Covers
Tietape



CANVAS SPECIALTY CO., Inc. 200 Canal St., N.Y.C.

August, 1934

DISTRIBUTION and WAREHOUSING

55

PADS (Canvas Loading)—Continued

New Haven Quilt & Pad Co.; 82-86 Franklin St., New Haven, Conn.

Oppenheim Bros.; 1107 Broadway, New York, N. Y.

Palmer Bros.; New London, Conn.

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.

Battle Tent & Awning Co.; First Ave. & Columbia Sts., Seattle, Wash.

Standard Garment Co.; Michigan & Orange Sts., Toledo, Ohio.

Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

(See advertisement elsewhere in this issue.)

Wagner Awning & Mfg. Co.; 2658 Scranton Rd., Cleveland, Ohio.

Warner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

Wilcox Co., M. I.; 210 Water St., Toledo, Ohio.



The most economical pad you can buy. FULCO pads are better quality—last longer. They have our special non-lump filler and reinforced FULCO Gilt Edge webbing ends. Write today for 1934 prices on FULCO Pads, "Fultex" and "Shuredry" Tarpsaulins (standard weather protection equipment for open trucks), wiping cloths, burlap and wrapping twine.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

Atlanta St. Louis Dallas
Minneapolis Brooklyn New Orleans Kansas City, Kan.

DREADNAUGHT FURNITURE PADS



The finest and strongest pads on the market.

OUR PADS ARE SEWN IN 3" SQUARES

72"x80" cut size.....	@ \$23.50 per Doz.
54"x72" " "	18.50 " "
36"x72" " "	12.50 " "



We also make a Complete Line of FORM-FIT PADDED HOOD COVERS for every piece of Furniture.

Finest quality materials and construction go into our products.

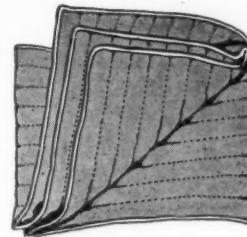
America's Largest Pad Manufacturers Since 1910

New Haven Quilt & Pad Co.
82-86 Franklin Street

New Haven, Conn.

"D & W" Serves a rounded out purpose completely

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING



POWCO FURNITURE PADS

CUT SIZE
 { 72 x 36"
 { 72 x 54"
 { 72 x 72"
 { 72 x 80"

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents raveling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "lumping." Made with cotton filler, gives extra thickness and permanent body.

Furniture Tape, 1 1/2" wide, Rolls of 27 yards.

POWERS & CO. REED ST. 25TH TO 26TH PHILADELPHIA

PADS (Excelsior Wrapping)

Allen, Inc., Charles M.; Fulton, N. Y.

American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.

Dale Bros. Excelsior Pad Co.; Grand Rapids, Mich.

Dupre Mfg. Co.; North Ave., N. E. & So. Ry., Atlanta, Ga.

Excelsior Supply Co.; Second & Smith Sts., Cincinnati, Ohio.

Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.

Orange Mfg. Co.; Elhand, N. C.

Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.

Rochester Pad & Wrapper Co.; 1464 Lyell Ave., Rochester, N. Y.

Sheboygan Pad Co.; 1301-E Erie Ave., Sheboygan, Wis.

Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.

(See advertisement elsewhere in this issue.)

Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.

Webster Bros. & Conover Mfg. Co.; Mason City, Iowa.

PAPER (Moth Proofing)

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

WHITE TAR NAPHTHALENE FLAKES

For 50 years White Tar Naphthalene

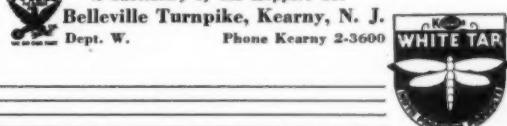
Flakes have been the recognized standard of efficiency in Moth Protection. In the home or in the warehouse Naphthalene Flakes, freely scattered, provide the *cheapest, easiest, safest and surest* protection against moths. Your costs are rock-bottom, and you can *guarantee absolute protection* and charge for it.

Pine Tar Paper

For wrapping or rolling your Rugs, Carpets or Draperies. Keeps them clean and protects them against moths. Prices and full information upon request.

THE WHITE TAR COMPANY OF NEW JERSEY, Inc.

NRA
A Subsidiary of the Koppers Co.
Belleville Turnpike, Kearny, N. J.
Dept. W. Phone Kearny 2-3600



PAPER PACKING MATERIAL

Ace Paper Co., Inc.; 127 Bleecker St., New York, N. Y.
 General Cellulose Co., Inc.; Westfield, N. J.
 Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.
 Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.
 Pilcher-Hamilton-Dally Co.; 349 W. Ontario, Chicago, Ill.
 Pioneer Paper Stock Co.; 424 W. Ohio St., Chicago, Ill.
 Rochester Folding Box Co.; Boxart St., Rochester, N. Y. (Fibredown)
Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.
(See advertisement elsewhere in this issue.)

PAPER (Tar)

Van Owners Purchasing Bureau, Inc.; 144 Columbus Ave., New York, N. Y.
(See advertisement elsewhere in this issue.)
White Tar Co.; Dept. W, Belleville Turnpike, Kearny, N. J.
(See advertisement on page 55 of this issue)

PARTITIONS (Steel)

Cyclone Fence Co.; Box 517, Waukegan, Ill.
 Ebinger Sanitary Mfg. Co., D. A.; 180 Lucas St., Columbus, Ohio.
 Edwards Mfg. Co.; 529 Eggleston Ave., Cincinnati, Ohio.
 Hauserman Co., E. F.; 6901 Grant Ave., Cleveland, Ohio.
 Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
 Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.
 Page Fence Assn.; Dept. Z, 520 N. Michigan Ave., Chicago, Ill.
 Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.
 Smith, F. P.; Wire & Iron Works; Fullerton, Clybourn & Ashland Aves. — Chester St., Chicago, Ill.

PIANO DERRICKS AND TRUCKS

Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.
 Fairbanks Co.; 303-309 Lafayette St., New York, N. Y. (Trucks only)
 Idon Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.
Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

PRINTING

Milbin Printing Co.; 140 West 22nd St., New York City.

PRINTING — WAREHOUSE FORMS OF EVERY DESCRIPTION

Leading household storage warehousemen find Milbin Standard Warehouse Forms help them conduct their business more efficiently.

- We will gladly send on request The Milbin Portfolio of Standard Warehouse Forms, which contains the forms that should be used by all progressive warehouses.

LET US SUBMIT SAMPLES AND ESTIMATES ON YOUR PRINTING REQUIREMENTS

MILBIN PRINTING CO., INC.
 140 WEST 22nd STREET, N. Y. C.

RACKS (Storage)

Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill.
 Berger Mfg. Co.; 1089 Beiden Ave., N. E., Canton, Ohio.
 De Luxe Metal Furniture Co.; 205 E. 42nd St., New York, N. Y.
 Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.
 Heller & Sons, P. A.; 219 Griswold St., Detroit, Mich.
 Lewis-Shepard Co.; 124 Walnut St., Watertown, Sts., Boston, Mass.
 Lepton's Sons Co., David; 2270 E. Allegheny Ave., Philadelphia, Pa.
 Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.
 Market Forge Co.; Garney St., Everett, Mass.
 Medart Mfg. Co., Fred; Pontiac & DeKalb Sts., St. Louis, Mo.
 New Britain Mfg. Co.; 140 Chestnut St., New Britain, Conn.
 Revolator Co.; 336 Garfield Ave., Jersey City, N. J.

RECORDERS (Motor Truck)

Electric Tachometer Corp.; Broad & Spring Garden Sts., Philadelphia, Pa.
 Owner Fare Register Co.; 740 Bolander St., Dayton, Ohio.
 Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.
 Stewart-Warner Speedometer Corp.; Diversey Blvd., Chicago, Ill.
 U. S. Recording Instruments Corp.; 511 W. 54th St., New York, N. Y.
 Veedor Mfg. Co.; 54 Sargent St., Hartford, Conn.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

SAWS (Portable Machine)

O. H. & E. Mfg. Co., N. E. Cor. Clinton & Mineral Sta., Milwaukee, Wis.
 Challenge Co.; 193 River St., Batavia, Ill.
 Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
 Kennedy, Ralph M.; 111 N. Seventh St., Philadelphia, Pa.
 Leach Co.; 8 Main & Sixth Sts., Oshkosh, Wis.
 Lippert Saw Co., E. T.; 608 Lincoln Ave., Millvale, Pittsburgh, Pa.
 New Holland Machine Co.; New Holland, Pa.
 Onan & Sons, D. W.; 43 Royalston Ave., Minneapolis, Minn.
 Skilsaw, Inc.; 8310 Elston Ave., Chicago, Ill.
 Speedway Mfg. Co.; 1834 S. 52nd Ave., Cicero, Ill.
 Taylor Iron Works & Supply Co.; P. O. Box 218, Macon, Ga.
 Wallace & Co., J. D.; 184 S. California Ave., Chicago, Ill.

SCALES

Buffalo Scale Mfg. Co., Inc.; 1200 Niagara St., Buffalo, N. Y.
 Dayton Scale Co.; Dayton, Ohio.
 Exact Weight Scale Co.; 944 W. Fifth Ave., Columbus, Ohio.
 Fairbanks & Co., E. T.; St. Johnsbury, Vt.
 Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.
 Jason Scale Co.; Beloit, Wis.
 Howe Scale Co.; Rutland, Vt.
 International Scale Co.; 270 Broadway, New York, N. Y.
 Kron Co.; 1720 Fairfield Ave., Bridgeport, Conn.
 Merrick Scale Mfg. Co.; 150-180 Autumn St., Passaic, N. J.
 Standard Scale & Supply Co.; 412 First Ave., Pittsburgh, Pa.
 Stimpson Computing Scale Co.; Logan & Breckinridge Sts., Louisville, Ky.
 Toledo Scale Co.; Toledo, Ohio.

SIGNALS

Turn Signal Corp., 400 E. Rittenhouse Ave., Phila., Pa.



Is Simple in Operation—Visible by Day and Night — Gives a Flashing Light

Approved by Connecticut and Other States

TURN SIGNAL

CORPORATION
 400 E. RITTENHOUSE ST., PHILADELPHIA, PA.

STENCIL CUTTING MACHINES

Bradley Mfg. Co., A. J.; 101 Beckman St., New York, N. Y.
 Diagraph Stencil Mch. Corp.; 2913 Clark Ave., St. Louis, Mo.
 Ideal Stencil Mch. Co.; 22 Ideal Block, Belleville, Ill.
 Marsh Stencil Mch. Co.; 35 March Bldg., Belleville, Ill.

TIRES (Industrial Truck)

Goodrich Rubber Co., B. F.; Akron, Ohio.

(See advertisement elsewhere in this issue)

TIRES (Motor Truck)

Firestone Tire & Rubber Co.; So. Main St., Akron, Ohio.

Fisk Rubber Co.; Chicopee Falls, Mass.

General Tire & Rubber Co.; E. Market St., Akron, Ohio.

Goodrich Rubber Co., B. F.; Akron, Ohio.

(See advertisement elsewhere in this issue)

Goodyear Tire & Rubber Co.; 144 E. Market St., Akron, Ohio.

Kelly-Springfield Tire Co.; 1775 Broadway, New York, N. Y.

Mohawk Rubber Co.; 1235 Second Ave., Akron, Ohio.

Selberling Rubber Co.; Akron, Ohio.

United States Rubber Co.; 1790 Broadway, New York, N. Y.

TRAILERS (Motor Truck)

Fruehauf Trailer Co.; 10936 Harper Ave., Detroit, Mich.

General Motors Truck Co.; Pontiac, Mich.

(See advertisement elsewhere in this issue)

Gramm Motor Co.; Delphos, Ohio.

Highway Trailer Co.; Edgerton, Wis.

Reo Motor Car Co.; Lansing, Mich.

Stoughton Co.; Stoughton, Wis.

Trailer Co. of America; Slat and Robertson, Cincinnati, Ohio.

Tire Equipment Co.; 1791 Fillmore Ave., Buffalo, N. Y.

Utility Trailer Mfg. Co.; Box 1407, Arcade Station, Los Angeles, Cal.

TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa. (All steel stevedore) (See advertisement on page 1 of this issue.)
 Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky. (Platform)
 Barrett-Cravens Co.; 3264 West 30th St., Chicago, Ill. (Lift, stevedore and platform form)
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)
 Chase Fdry. & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.
 Clark Co.; Geo. P.; 4 Canal St., Windsor Locks, Conn. (Lift, platform and stevedore)
 Colson Co.; Box 550, Elyria Ohio. (Platform and stevedore)
 Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)
 Excelsior Pumptruck Co.; Woodland Ave., Stamford, Conn. (Lift, platform and stevedore)
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y. (Lift, platform and stevedore)
 Globe Vise & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.
 Howe Scale Co.; Rutland, Vt.
 Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.
 Kent Machine Co.; Kent, Ohio.
 Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)
 Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)
 McKinney Mfg. Co.; Liverpool & Metropolitan Sts., Pittsburgh, Pa. (Stevedore)
 Marion Malleable Iron Works; Box 689, 928 Miller Ave., Marion, Ind. (Dolly)
 Market Forge Co.; Garney St., Everett, Mass.
 Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis. (Lift and stevedore)
 Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
 Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.
 Nutting Truck Co.; 252 Kinsie St., Chicago, Ill. (Platform and stevedore)
 Orangeville Mfg. Co.; Orangeville, Pa. (Stevedore)
 Revolator Co.; 236 Garfield Ave., Jersey City, N. J. (Lift)
 Saginaw Stamping & Tool Co.; Saginaw, Mich.
Self-Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich. (Platform and dolly).
 Streich & Bro., A.; 818 Eighth St., Oshkosh, Wis.
 Transmission Ball Bearing Co., Inc.; 1005 Military Rd., Buffalo, N. Y. (Elevating and changeable platform)
 Tucker & Dorsey Mfg. Co.; Dept. D. W. S. State & Bates Sts., Indianapolis, Ind. (Platform)
 Warren Mfg. Co.; 10 Exchange St., Chicopee, Mass.
 Warmw Elevator Co.; 216 Fulton St., Warsaw, N. Y. (Platform and stevedore)
 West Bend Equipment Co.; 200 S. Water St., West Bend, Wis.

TRUCKS (Refrigerator)

R & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.
 Self-Lifting Piano Truck Co.; Findlay, Ohio.

"Now That's What I Call a Real Truck!" says everyone who sees the new Buckeye Sill Piano Truck. Heavy duty construction. Sure, easy handling of uprights, baby grands and grand pianos. Platform or carriageway of floors. Center wheel construction allows balancing and turning without lifting. Write for free circular on eleven styles of piano trucks and our X-70 and Balance Refrigerator Trucks.

Self-Lifting Piano Truck Co.
Findlay, Ohio
Manufacturers of Trucks Since 1901

TRUCKS (Tiering)

Atlas Car & Mfg. Co.; 1100 Ivanhoe Rd., Cleveland, Ohio.
 Clark Tractor Co.; Battle Creek, Mich. (also Lifting)
 Crescent Truck Co.; 65 N. Tenth St., Lebanon, Pa.
 Economy Eng. Co.; 2651 W. Broad St., Columbus, Ohio.
 Elwell-Parker Elec. Co.; 4110 St. Clair Ave., Cleveland, Ohio.
 Excelsior Pumptruck Co.; Woodland Ave., Stamford, Conn.
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.
 Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.
 New Jersey Foundry & Mch. Co.; Garwood, New Jersey. (Chain)
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.
 Terminal Eng. Co.; 75 West St., New York, N. Y.
 Wright-Hibbard Ind. Elec. Truck Co.; Phelps, N. Y.
 Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa.

VAULTS (Fumigation)

Calcyanide Co.; 60 E. 42nd St., New York, N. Y.
 Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

WAREHOUSE FORMS

Milbin Printing Co., Inc., 140 West 22d St., New York City.
 (See advertisement elsewhere in this issue.)

WHEELS (Industrial Truck)

Divine Bros. Company; 101 Whitesboro St., Utica, N. Y.
 Fairbanks Co.; 393-399 Lafayette St., New York, N. Y.

WORK SUITS AND UNIFORMS

Carhartt-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.
 Courtney & Son, Thomas; 310 Spring St., New York, N. Y.
 Globe Superior Corp.; Lock Driver C, Abingdon, Ill.
 Hart Mfg. Co.; 16 E. Livingston St., Columbus, Ohio.
 Hirsh-Wels Mfg. Co.; 205-209 Burnside St., Portland, Ore.
 Isaac and Son, Wm.; 85 Bowery, New York, N. Y.
 Lamb Mfg. Co.; 130 Wabash Ave., Terre Haute, Ind.
 Lee Mercantile Co., H. D.; 20th & Wyandotte Sts., Kansas City, Mo.
 McDonald Mfg. Co., R. L.; Twelfth & Penn Sts., St. Joseph, Mo.
 Motor Suit Mfg. Co.; 302 W. Ninth St., Kansas City, Mo.
 Nunnally & McCrea Co.; 104-6 Mitchell St., S. W., Atlanta, Ga.
 Orenman Mfg. Co., D. M.; P. O. Drawer 68, Jefferson City, Mo.
 Oppenheim Bros.; 1107 Broadway, New York, N. Y.
 Rissman & Son, John; 10 Blue Island Ave., Chicago, Ill.
 Scott Mfg. Co., Cyrus W.; Houston, Texas.
 Standard Garment Co.; Michigan & Orange Sts., Toledo, Ohio.
 Strauss & Co., Levi; 98 Battery St., San Francisco, Cal.
 Sweet, Orr & Co.; 15 Union Square, New York, N. Y.
 Waco Garment Mfg. Co.; P. O. Box 134, Waco, Texas.
 Welch-Cook-Bails Co.; 321-29 S. Third St., Cedar Rapids, Iowa.
 Zions' Co-oper. Merc. Institution; P. O. Box 2300, Salt Lake City, Utah.

Every advertiser has on his prospect list, either potentially or actually, many prospects who are almost sold. The last dollar spent in advertising will bring more returns than the first, because it gathers in the results of this cumulative effect. (The last round of the prize fight is the most telling round).

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A-B-C Fpf. Whse. Co.

DISTRIBUTION and WAREHOUSING

Adams Tfr. & Stge. Co.
Central Stgs. Co.
Crooks Term. Whses.
Monarch Tfr. & Stge. Co.
Murphy Tfr. & Stge. Co., W. E.
O'Dell Way Tfr. & Whse. Co.
Radial Whse. Co.
Smith Stge. Co., H. H.
United Whse. Co.
Walnut Stge. & Dist. Co.
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Langan Stgs. & Van Co., Ben. A.
Long Whse. S. N.
St. Louis Mart. Inc.
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Hastings
Boiley Stge. & Tfr. Co.
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Union Term. Whse. Co.
Omaha
Baldwin Van & Stge. Co.
Central Stge. & Van Co.
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Milburn
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Newark
Esek Whse. Co.
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Long Island Stge. Whses., Inc.
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Strang, Inc., Chas. D.
Strange Whse., Wm. H.
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Keystone Whse. Co.
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Hillside Hills Fpf. Stge.
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Great Neck Stge. Co., Inc.
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Hempstead Stge. Corp.
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Kelley, Inc., Fred G.
Jamaica
Jamaica Stge. Whse. Co.
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Bowling Green Stge. & Van Co.
Broadway Stge. Whse.
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Byrnes Brothers Whses., Inc.

Columbia Stge. Whses.
Cunesi Stge. Co., Inc.
Dunham & Held, Inc.
Gilbert Stge. Co.
Globe Fpf. Stge. Whse. Co., Inc.
Hahn Brothers Fpf. Whses., Inc.
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Wilmington
Farrar Tfr. & Stge. Whse.

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Cleveland
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Lincoln Storage
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Neilson Whse. Co.
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Merchant Tfr. Co.
Wright Tfr. & Stge. Co.
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Dallas Tfr. & Term. Whse. Co.

Dallas-Trinity Whse. Co.

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Fort Worth
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Harrington
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Universal Term. Whse. Co.

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WAREHOUSE DIRECTORY

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns



"Andy Says"



GEORGE T. EAGER tells the story of the treasurer—of a leading firm spending many thousands of dollars a year in advertising—who received a note from the advertising manager as follows:

"I would like to discuss with you the advisability of starting a new division of expense to be included under general operating expenses to be called 'The Follies of 1934.'"

The story back of this is that the advertising manager, a careful and competent business man, had never been able to balance his total advertising expense with the accounting department's records.

Finally he compared his advertising department figures, item by item, with the books of the company.

His discoveries amazed him!

There were many items not even remotely connected with the advertising which had been charged to his department.

One bill—\$146 for packing cases—he decided to investigate.

Digging out the facts, he learned that the factory superintendent had mistakenly ordered packing cases of the wrong size. The superintendent knew they had to be paid for but was puzzled about which account to charge for the error. However, because the name of the concern was imprinted on the cases, he decided to charge them to advertising.

THE case is typical of many who put the cost of items far removed from advertising into the advertising budget. Tickets to police, firemen and postmen's affairs, etc., are not advertising items. Even program "advertising" can oftentimes come under the head of "charity" or "policy" accounts.

And when this is done it may surprise one to know how little money is spent in real advertising—which, after all, is the foundation of most all successful businesses.

THIS thought was given very clear expression recently by the Prince of Wales when addressing 800 members of the Advertising Association in London.

"I don't pretend to be an expert," he said, "but I have studied the questions of salesmanship and advertising not from statistics but from many years of travel, not only in this country but throughout the world, hearing for myself, and, far more important, seeing for myself.

"Experience has taught me that, just as unmined gold is valueless, so are articles and manufactured goods hidden away in warehouses and factories useless until they are made known and made desirable by the art of advertising.

"While I hesitate to assume the role of economist, may I say a word about financing sales? . . . We all like to feel a sense of security, which comes from investment in something visible, like buildings and machinery, but of what value to us would those assets be if the wheels of the machines were not running and there was no output because there was no demand? It seems to me, who am not in business, that it is uneconomic to build factories and buy machinery and raw materials unless adequate financial provision is also made to meet the cost of advertising the goods produced."

LET us apply this to warehousing, which manufactures nothing but has its services to sell—which, in a way, are the same as a commodity. How many have one-third of their investment left for advertising after their plant and equipment have been paid for? This is the portion economists have determined should be used for advertising to start a successful business, following which a specific part of all income should be set aside for that purpose.

We urge you to let "DandW" carry your story in its advertising columns, and particularly do we want your copy to start in the September issue so that your advertisement will be included in the September "Green Directory Supplement"—a service which costs you nothing additional but which gives you an additional 10,000 circulation of your advertising.

Forms close about Aug. 15th.

"Andy"

BIRMINGHAM, ALA.

1880—Over Fifty Years of Honorable Service—1934

HARRIS TRANSFER and WAREHOUSE CO.
FIREPROOF WAREHOUSES
MERCHANDISE and HOUSEHOLD GOODS
STORAGE HAULING PACKING
Prompt Service—Accurate Accounting
First Avenue, at 13th Street, South
Members: A. W. A., N. F. W. A., S. O. W. A., A. L. A. T. & W. A.

BIRMINGHAM, ALA.

STRICKLAND
Transfer & Warehouse Co.
1700-1702 2nd Ave. So.

General Merchandise Storage and Distribution
Pool Car Service a Specialty—Motor Truck Service
Centrally Located—Free Switching from All R.R.s.

BIRMINGHAM, ALA.

WITTICHEN
Transfer & Warehouse Co.
Fireproof Warehouse

Household Goods and Merchandise
Agents: Aero Mayflower Transit Company

MOBILE, ALA.

Merchants Transfer Company

HEAVY HAULING—STORAGE

Pool Cars and General Merchandise—Bonded
Authorized Transfer Agents
A.T.&N., G.M.&N., L.&N., M.&O. &
Southern Railroads. Clyde Mallory S/S Co.

MONTGOMERY, ALA.

ALABAMA TRANSFER & WAREHOUSE CO.

121-129 Randolph St.

Bonded

Merchandise Storage & Distribution

Members

N.F.W.A.—A.W.A.—S.O.W.A.—A.C.W. & A.V.L.

MONTGOMERY, ALA.

Subscriber to Merchandise Warehousing Trade
Code. Certificate No. 34-654.

MOELLER TRANSFER & STORAGE CO.

210-220 COOSA STREET

Merchandise and Household Goods

Low Insurance Rate Bonded Trucking Service

Pool Car Distribution

Members: A.W.A., N.F.W.A., S.O.W.A.

PHOENIX, ARIZONA

H. W. CHAMBERS, PRESIDENT

Chambers Transfer and Storage Co.

301 South Fourth Avenue

Storing and Packing Moving and Shipping
Warehousing and Distribution service for merchandise and furniture.

Sprinklered warehouse—Insurance rate 46c.

Member—N. F. W. A.

The Men Who Distribute

Arbuckle Products

Read DISTRIBUTION AND WAREHOUSING
and consult the Directory of Warehouses

PHOENIX, ARIZONA

**The Lightning Moving &
Storage Co.**

**TRANSFER
AND
STORAGE**

Storage capacity 68,000 sq. ft. General receiving and
forwarding agents. Pool car distribution our specialty.

TUCSON, ARIZONA

Tucson Warehouse & Transfer Co.

POOL CAR DISTRIBUTORS

FIREPROOF STORAGE

110 East Sixth Street

Tucson, Arizona

FORT SMITH, ARK.

W. J. ECHOLS, Jr. President W. J. ECHOLS Vice-President J. MONTAGUE WILLIAMS Manager

ARKANSAS WAREHOUSE COMPANY

General Merchandise Storage. Forwarding. Pool Car Distribution.
55,000 Square Feet Floor Space.
Modern Fire Proof Building. Sprinkler Equipped.
Lowest Insurance Rate.
On St. Louis, San Francisco Railroad Reciprocal Switching.

FORT SMITH, ARK.

O. K. TRANSFER & STORAGE CO.

Rogers Ave. and 2nd St.

FORT SMITH, ARK.

Storing—Shipping—Moving
Pool-Car Distributing a Specialty



LITTLE ROCK, ARK.

COMMERCIAL WAREHOUSE CO.

801-7 East Markham St.

"A Complete Service"

Modern Offices—Storage—Drayage and Distribution
Located in the heart of the wholesale and shipping
district.

Fireproof Sprinklered
Private Railroad Siding

Low Insurance
Quick Service

LITTLE ROCK, ARK.

Arkansas' Largest Warehouse
Merchandise—Household Storage



Absolutely
Fireproof
Low
Insurance
Rates
Pool Car
Distribution
Compartments
for Household
Goods

NEW TERMINAL WAREHOUSE CO.
LITTLE ROCK

ARKANSAS

Member American Warehousemen's Association
American Chain of Warehouses.



CALIFORNIA**DIRECTORY OF WAREHOUSES**Distribution and Warehousing
August, 1934**LONG BEACH, CAL.**

**HOUSEHOLD
GOODS**
MERCHANDISE
**STORAGE AND
DISTRIBUTION**

**LOS ANGELES, CAL.**

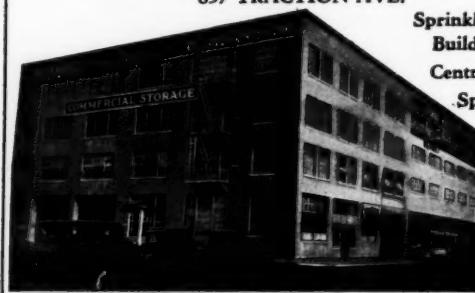
Don't Gamble! Just
Ship to Bekins

We own and operate
depositories in
principal cities of
California

**LOS ANGELES, CAL.**

**EFFICIENT WAREHOUSING
and DISTRIBUTION**

CALIFORNIA WAREHOUSE CO.
837 TRACTION AVE.



Specialist in Food Distribution

Sprinklered Concrete
Building
Central Location
Spur Tracks
Low
Insurance
Cartage
Service
Merchandise
Exclusively

LOS ANGELES, CAL.

316 Commercial Street

Los Angeles Warehouse Company
Household Goods and Merchandise

Consign your shipments for Hollywood, Beverly Hills, and Los Angeles direct to us. We will insure you satisfied customers. A complete service.

LOS ANGELES, CAL.

1050 S. Vermont Avenue, Los Angeles



SERVES CALIFORNIA



member N.F.W.A.C.V.L.S.A.

LOS ANGELES, CAL.**METROPOLITAN
WAREHOUSE CO.**

*Merchandise Warehousing
and Distribution*

Reinforced Concrete Sprinklered Building
Centrally Located in Metropolitan Area
Fire Insurance Rate 13.2 Cents

1340-1356 EAST SIXTH STREET
LOS ANGELES

Eastern Representation

Member, ALLIED DISTRIBUTION, INC.
Chicago . . . New York City

GEORGE W. PERKINS

82 Beaver St. . . . New York City

Offices for Rent

Telephone and
Secretarial ServiceSub Basement for
Cool, Dry Storage**LOS ANGELES, CAL.****Overland Terminal Warehouse**

Ninth and Alameda Sts.

General Merchandise Storage

U. S. Customs Bonded Storage

Cool Room Accommodations

"Vacufume" Process of Fumigation

MANAGED AND OPERATED BY

CROOKS TERMINAL WAREHOUSESCHICAGO
419 W. Harrison St.NEW YORK
76 Beaver St.KANSAS CITY
1104 Union Ave.CALIFORNIA'S MOST MODERN WAREHOUSE
SERVED BY THE UNION PACIFIC**LOS ANGELES, CAL.****Pacific Commercial Warehouse, INC.**

Owned and Operated by

J. D. & A. B. Spreckels Investment Co. of San Francisco
California

*Centrally located — Uncongested district
Loading dock accommodations for 22 trucks*

**GENERAL MERCHANDISE STORAGE
POOL CAR DISTRIBUTORS***Complete Warehousing & Trucking Service**Cyanide Fumigating — Carload Capacity*

923 East Third St., Los Angeles, California

LOS ANGELES, CAL.We Solicit Your Shipments and
Pool Car Distribution**PRUDENTIAL
STORAGE AND MOVING CO.**1619 SOUTH VERNONT AVE.
FIREPROOF WAREHOUSE FOR HOUSEHOLD GOODS
Members: California Van & Storage Association
National Furniture Warehouses' Association**LOS ANGELES, CAL.**

1817-1855 INDUSTRIAL STREET

Star Truck & Warehouse Co.

COMPLETE FACILITIES

EFFICIENT SERVICE

Storage

Distribution

Drayage

Represented by Distribution Service

240,000 Square Feet

New York

Chicago

58 Motor Trucks

San Francisco

LOS ANGELES, CAL.W. E. TEAGUE, Pres.
B. F. JOHNSTON, Gen. Mgr.**UNION TERMINAL WAREHOUSE**

General offices, 737 Terminal St.

Free and U. S. Customs bonded storage. The largest, most complete and efficient Warehouse and Distribution Service in the West. Insurance Rate as low as 14.4 cents per \$100 per year. Daily motor truck service to all parts of the city and Los Angeles Harbor.

The Men Who Distribute

Vacuum OilRead DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

LOS ANGELES, CAL.

Make Westland Warehouses

Your Distribution Headquarters
in So. California

Member, A. W. A.,
C. W. A., L. A. W. A.

Write for Booklet

L. A. Junction Ry.
Service

Westland
Warehouses, Inc.
4814 Loma Vista Ave.
Los Angeles, Calif.
R.R. 1305
38 So. Dearborn St.
Chicago, Ill.



SAN FRANCISCO, CALIF.

FARNSWORTH & RUGGLES

(Established in 1859)

109 DAVIS STREET

WAREHOUSING GENERAL MERCHANTS
Pool Car Distribution Motor Truck Fleet
Terminal at First, Brannan and Federal Streets
In the heart of the shipping district

SAN FRANCISCO, CALIF.

GIBRALTAR WAREHOUSES

201 CALIFORNIA ST.

OPERATED IN CONJUNCTION WITH
OVERLAND FREIGHT TRANSFER CO.
AND
TILDEN SALES BUILDING

SAN FRANCISCO, CALIF.

CONSIGN TO
THE HASLETT WAREHOUSE CO.

280 Battery St., San Francisco

Operators of the most complete warehouse and distribution system in the
San Francisco Bay area.

STORAGE—CARTAGE—COLD STORAGE (OAKLAND)
FIELD WAREHOUSING—FAST TRANSBAY DELIVERY SERVICE

S. M. HASLETT, President

Member American Warehousemen's Assn.

Member American Chain of Warehouses, Inc.

SAN FRANCISCO, CAL.



A Complete Service for the Warehousing and Distribution of General Merchandise

Warehousing, Distribution, Draying, Office Accommodations, Telephone Service. Space for Lease

San Francisco Warehouse Co., 625 Third Street

Member: American Warehousemen's Association
Distribution Service, Inc.

DENVER, COLO.

F. C. BARTLE, Pres.

INC. 1913

THE MERCHANTS STORAGE & TRANSFER CO.

1701 15th Street, Denver

GENERAL MERCHANTS STORAGE AND

POOL CAR DISTRIBUTION

SPRINKLER SYSTEM WAREHOUSE

FREE SWITCHING FROM ALL RAILROADS

Correspondence Solicited

DENVER, COLO.

We offer a complete service—Merchandise and Household Goods Storage, Pool Car Distribution, Moving, Packing and Forwarding.

We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers

The WEICKER TRANSFER & STORAGE CO.

1700 Fifteenth Street

DENVER

COLORADO

Member of N. F. W. A.—A. G. W.—A. W. A.

PUEBLO, COLO.

BURCH WAREHOUSE AND TRANSFER CO. INC.

General Office and Warehouse

200 SO. SANTA FE AVENUE

Modern Sprinklered Fireproof Building

Freight Forwarding and Distribution

Household and Merchandise Storage

PACKING AND SHIPPING

Member of N.F.W.A.—A.W.A.—Colo. W.A.

BRIDGEPORT, CONN.

E. G. Mooney, Pres. J. W. Connally, Vice-Pres.

Hartford Despatch and Warehouse Co.

1337 Seaview Avenue

STORAGE AND DISTRIBUTION SERVICE WITHIN 150-MILE RADIUS. SPECIAL FACILITIES FOR STORING, MOVING,

PACKING AND SHIPPING OF HOUSEHOLD EFFECTS.

ALSO WAREHOUSES AT SPRINGFIELD, MASS., AND

HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.V.L.



GREENWICH, CONN.

Henry J. Drinkwater Sons, Inc.

122 RAILROAD AVE.

HOUSEHOLD GOODS,
STORAGE, PACKING

Pool Cars Distributed



HARTFORD, CONN.

BOAT LINE WAREHOUSE CO., INC.

Subscribers to the Merchandise Warehousing Trade Code.

Under Certificate No. 34-962, Reg. No. 6-3

Located on the Connecticut River

18 Van Dyke Ave.

General Merchandise Storage and Distribution

Direct Water, Rail, and Truck Connections

Barge Shipment Facilities

Member of Conn. W. Assn.—Hartford Chamber of Commerce.

HARTFORD, CONN.

E. G. Mooney, Pres. J. W. Connally, Vice-Pres.

Hartford Despatch and Warehouse Co.

252 Asylum St., Hartford, Conn.

A modern storage and distribution service. Sixteen separate buildings. Fireproof and non-fireproof construction. Twenty-four car private siding. Daily deliveries via rail, boat, motor truck, to all principal towns and cities within 150 mile radius, private rooms for storage of furniture and special facilities for moving, packing, crating and shipping of household effects. Also warehouses at Bridgeport, Conn., and Springfield, Mass.



Member of A. W. A., N. F. W. A.,
A. C. W., Hartford Chamber of
Commerce, Hauling Member of the
Allied Van Lines, Inc.



CONNECTICUT

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1934

NEW HAVEN, CONN.



M. E. Kiely, Mgr.
DAVIS STORAGE COMPANY
335 East St., New Haven, Conn.
Modern Fireproof Merchandise Warehouse.
Private seven-car Siding, adjacent to Steamship and R. R. Terminals.
Pool and stop over cars distributed.
Motor Truck Service to all towns in Connecticut.
Low Insurance Rate. Prompt, Efficient Service.

NEW HAVEN, CONN.

STORAGE and DISTRIBUTION



Established 1860

Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—**Daily truck delivery service** covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.



THE SMEDLEY CO.
165 Brewery St., New Haven, Conn.
Members: AWA, NFWA, CWA, MTA of C.,
New Haven Chamber of Commerce,
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THREE LARGE
WAREHOUSES**

Fireproof and Non Fireproof. Centrally Located.
Warehouses on Private Sidings. Free Switching Charges.
DISTRIBUTION OF POOL CARS A SPECIALTY
MERCHANDISE AND HOUSEHOLD GOODS
WE FURNISH MOTOR TRUCKS AND TEAM SERVICE
Member American Chain of Warehouses

LOUISVILLE, KY.

EMANUEL LEVI, Pres.

W. L. STODGHILL, Gen. Mgr.

FIREPROOF STORAGE COMPANY, Inc.

408 W. LIBERTY ST.

MODERN FIREPROOF H. H. GOODS DEPOSITORY
MOVE—PACK—SHIP

Member: Mayflower Warehousemen's Association

LOUISVILLE, KY.

Louisville Public Warehouse Company
25 WAREHOUSES

\$750,000 CAPITAL

Louisville Member
AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.
Gen'l Mdse. ————— H. H. Goods

ALEXANDRIA, LA.

**ALEXANDRIA'S
MINUTE MOVERS**

Moving . . . Crating . . . Storage

Your Next Move . . . let Ellington's arrange it. Every detail attended to. Every need anticipated. Every service included . . . the best costs no more.

Insured Carriers for Local and Long Distance Hauling. Motor truck and team service. Pool cars distributed. Consign shipments via T & P or M.P.

HOUSEHOLD GOODS

Member of T.S.W.

ELLINGTON'S TRANSFER & STORAGE CO.PHONE 7
P.O. BOX 332PHONE 11
ALEXANDRIA, LA.

MONROE, LA.

**Faulk-Collier Bonded Warehouses, Inc.
Operating**



Bonded Brick Warehouses for Merchandise and Household Goods Storage. Trucks for All Classes Drayage. Private Sidings Missouri Pacific Ry. Switching Limits All Rail Lines and River Connections. Our Traffic Department Will Help Solve Your Distribution Problems.

Member of A. W. A.

NEW ORLEANS, LA.

**Importers' Bonded Warehouse
and**

Bienville Warehouses Corporation, Inc.
R. W. DIETRICH, President**NEW ORLEANS, LA.**

Complete Warehousing and Distribution Service for New Orleans and its territory. 200,000 square feet of storage space with track room for 30 cars at one placement. Licensed by and bonded to the State of Louisiana, and the U. S. Government. Office, 340 Bienville St.

Member A. C. W.—A. W. A.

NEW ORLEANS, LA.

NEW ORLEANS

In the heart of the Commercial District

at New Orleans we have a distributing depot for package freight, operated for the particular service of the traffic manager by a specialized organization that will handle orders as promptly and efficiently as your own shipping department.

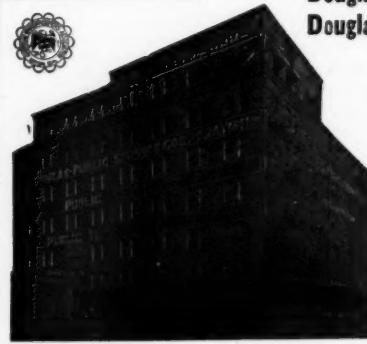
**MODERN STORAGE WAREHOUSES
MERCHANTISE DISTRIBUTORS**

Commercial Terminal Warehouse Co., Inc.

N. Peters Conti Clay and St. Louis Sta.
Offices 402 N. Peters
New York Office
CENTRAL DISTRIBUTION BUREAU
1775 Broadway

NEW ORLEANS, LA.

**Douglas Shipside Storage &
Douglas Public Service Corps.**



New Orleans, La.
Sprinkled storage—
1,050,000 square feet.
Mdse. and Furniture.
Switch track capacity—
60 cars.
Nine warehouses convenient to your trade.
Loans made against negotiable receipts.
Trucking Department operating 55 trucks.
Insurance Rates 12c to 22c.

Represented by
Distribution
Service, Inc.
New York Chicago
San Francisco

NEW ORLEANS, LA.

GALLAGHER**TRANSFER AND STORAGE CO., INC.**

927-945 Magazine St.

You may depend on us to treat your clients as our own when you call on us to serve them in New Orleans.

Members—N.F.W.A. and A.W.A.

NEW ORLEANS, LA.

NEW ORLEANS, LA.

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.
Located on Mississippi River—Shipside connection.
Electrical unloading and piling devices provided to eliminate damage
in handling.
Excellent switching connections, with all lines entering New Orleans.
INDEPENDENT WHSE. CO., Inc.
New Orleans, La.

NEW ORLEANS, LA.

"LET US GIVE YOU THE BEST"

Standard Warehouse Company, Inc.

100 Poydras St.

New Orleans, La.

Twenty trucks and twenty cars can be handled simultaneously at our
800 feet of platform. Rail and water facilities are at our doors. More
than 100,000 feet of space, and every possible facility for storage,
drayage, distribution of pool cars. In fact, every branch of the
merchandise warehouse industry is at your immediate disposal.

Members of Southern Warehousemen's Association

BANGOR, MAINE

McLAUGHLIN WAREHOUSE CO.

Established 1875

Incorporated 1918

General Storage and Distributing

Rail and Water Connection—Private Siding

Member

American Chain of Warehouses

American Warehousemen's Association

National Furniture Warehousemen's Association



BALTIMORE, MD.

For Details See Directory Issue
Distribution and Warehousing

BALTIMORE FIDELITY WAREHOUSE CO.

T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses
Rail and Water Facilities
Pool Car Distribution—Storage—Forwarding
Private Siding Western Maryland Railway

Established 1905

THOS. H. VICKERY, Pres.

FIREPROOF WAREHOUSE

BALTIMORE
STORAGE CO.

Charles and 26th Sts.

Every facility for the handling of your shipments



BALTIMORE, MD.

Est. 1904

CENTRAL WAREHOUSE CO., Inc.

Rail Connections — Motor Trucks — Pool Car Service
Merchandise Storage and Distribution
Complete Branch Warehouse Service — Low Insurance
Located in Heart of Wholesale and Jobbing District
4 Blocks from Actual Center of City
515-525 W. Baltimore St. — 502-508 W. Redwood St.

The Men Who Distribute

Vacuum Oil

Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

BALTIMORE, MD.

Main Office: 34 S. Eutaw St. Established 1886
Branch Offices: N. Y., Wash., Phila., Norfolk

DAVIDSON
TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Services in Baltimore
Handling Distribution of Nationally Known Products for 25 Years
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily
"U. S. Customs Bonded Drayman"
Member of Maryland Furniture Warehousemen's Ass'n

BALTIMORE, MD.

FIDELITY

STORAGE CO.

2104-6-8 MARYLAND AVE.

Your Clients Efficiently Served
All Collections Promptly Remitted

MOTOR FREIGHT SERVICE

Household Goods Pool Car Distribution Merchandise
Maryland Furniture Warehousemen's Association
National Furniture Warehousemen's Association

Baltimore's Modern Fireproof Warehouse

MARTIN J. REILLY, PRES.

A. BERNARD HEINE VICE-PRES.

BALTIMORE, MD.

J. NORMAN GEIPE,
Pres. & Treas.



Fireproof Storage Warehouses

General Offices: 524-530 West Lafayette Ave.

HOUSEHOLD GOODS AND
MERCHANDISE

25 VANS QUICK DELIVERIES
LONG DISTANCE MOTOR FREIGHT



BALTIMORE, MD.

Merchandise—Storage

McCormick Warehouse Co., Inc.

McCormick Bldg.

Rail Connections

BALTIMORE, MD.

SECURITY
STORAGE CO.

15 W. NORTH AVE.

FIREPROOF MODERN WAREHOUSE

MOTOR VAN SERVICE

EFFICIENT AND COURTEOUS MANAGEMENT

MARYLAND**DIRECTORY OF WAREHOUSES**Distribution and Warehousing
August, 1934**BALTIMORE, MD.***Satisfactory service guaranteed***The Terminal Warehouse Company
of Baltimore City***has received, stored and distributed merchandise
since the year 1893**The four warehouses operated by the Company have Pennsylvania Railroad sidings and one has also a steamship pier extending into the harbor.***BOSTON, MASS.****BANKERS WAREHOUSE COMPANY**

24-32 Farnsworth Street

GENERAL MERCHANDISE

Free and Bonded Storage

N. Y., N. H. & H. Private Siding

Pool Car Distribution

Member Mass. W. A.

BOSTON, MASS.**FOR BOSTON and VICINITY***Use This Complete Service**Every modern facility for handling shipments of household goods to Boston, including special equipment for lift vans and containers.***T. G. BUCKLEY Co.**

690 Dudley St.

Boston

Members—N. F. W. A.—Mass. W. A.—A. V. L.—Can. W. A.
Operating Dorchester Fireproof Storage Warehouse**BOSTON, MASS.****CONGRESS STORES, INC.**

38 STILLINGS ST.

PERSONAL
SERVICE

GENERAL

MERCHANDISE STORAGE

CENTRAL
LOCATION*Pool Car Distribution**Sidings on N. Y., N. H. & H. R. R.*Protected By
A.D.T. ServiceMember
Mass. Warehousemen's Assn.**BOSTON, MASS.**

Established 1896
PACKING MOVING
DUNN CO.
STORING SHIPPING
COMPLETE WAREHOUSING FACILITIES
CONTAINER SERVICE
48 Bromfield St. Member Mass. W. A. May. W. A. 3175 Washington St.

BOSTON, MASS.**FEDERAL WAREHOUSE, INC.**

34-38 MIDWAY ST., BOSTON, MASS.

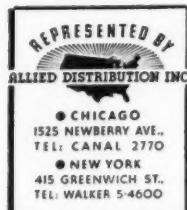
Storage Capacity, 100,000 Sq. Ft.

Low insurance rates, direct track connection N. Y., N. H. & Hartford R. R.
General Merchandise, Storage and distribution. Negotiable and Non-negotiable warehouse receipts. Space reserved for merchandise requiring non-freezing temperature.Pool Car Shipments — Auto Truck Service
William F. Heavey, President and General Manager**BOSTON, MASS.**CHARLES RIVER STORES
131 Beverly Street
Boston and Mains R. R.ALBANY TERMINAL STORES
137 Keesland Street
Boston and Albany R. R.FRANCIS FITZ WAREHOUSE
30 Pittsburgh Street
N. Y., N. H. and H. R. R.

DIVISIONS OF

**FITZ WAREHOUSE
AND
DISTRIBUTING CO.****GENERAL MERCHANDISE
STORAGE**

Free and Bonded Space

--
Pool Car Service

Successors to

FRANCIS FITZ CO. AND THE
GENERAL STORAGE DIVISION OF
QUINCY MARKET COLD
STORAGE AND WAREHOUSE
CO.Rail and Motor Truck Deliveries
to All Points in New England**BOSTON, MASS.****Hoosac Storage and Warehouse Company**
Lechmere Square, East Cambridge, Mass.**FREE AND BONDED STORAGE**Direct Track Connection R. & M. R. R.
Lechmere Warehouse, East Cambridge, Mass.
Hoosac Stores, Hoosac Docks, Charlestown, Mass.
Warren Bridge Warehouse, Charlestown, Mass.**BOSTON, MASS.****WIGGIN TERMINALS, Inc.**
50 Terminal St. Boston (29) Mass.**STORAGE**B. & M. R. R.
Mystic Wharf,
BostonN. Y., N. H. & H. R. R.
E. Street Stores
South Boston**BOSTON, MASS.****D. S. WOODBERRY CO.**
P. O. Box 57, North Postal Station, Boston
FORWARDERS & STORAGE
Pool Car Distribution Specialists for New England
Boston & Maine R. R. Siding**CAMBRIDGE, MASS.****CLARK & REID CO., Inc.**
380 GREEN ST., CAMBRIDGE, MASS.
PACKING, STORING, SHIPPING OF
HOUSEHOLD GOODS
OUR SERVICE INCLUDES ALL GREATER BOSTON
Member of { N.F.W.A.—Mass. W. A.—Mass. F. & P. A.—Conn. W. A.
Hauling Agent Allied Van Lines

FALL RIVER, MASS.

BOSTON, MASS.
NEW BEDFORD, MASS.
PROVIDENCE, R. I.
NEWPORT, R. I.
Direct R. R. Siding N. Y., N. H.
& H. R. R.

Keogh Storage Co.

Gen. Offices: Fall River, Mass.
Gen. Merchandise Storage
and Pool Car Distribution
Local and Long Distance Trucking.

FALL RIVER, MASS.

NEW BEDFORD, MASS.
WATUPPA, MASS.

Mackenzie & Winslow,
Inc.

78 Fourth St.

General Merchandise

STORAGE AND DISTRIBUTION—POOL CAR SHIPMENTS
DIRECT N. Y., N. H. & H. R. R.—MEMBERS A. W. A.

PITTSFIELD, MASS.

T. ROBERTS & SONS, INC.
Local and Long Distance Furniture Moving

Fireproof Storage Warehouses
Household Goods Storage — Packing — Shipping
Merchandise Storage and Distribution
Pool Car Distribution

DIRECT R.R. SIDING

B. & A. R.R. OR ANY R.R.

SPRINGFIELD, MASS.

Atlantic States Warehouse
and Cold Storage
Corporation

385 LIBERTY ST.

General Merchandise and Household Goods Storage
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrus Fruits

B. & A. Sidings and N. Y., N. H. & H. R. R. and
B. & M. R. R.

Member { A. W. A.
M. W. A.

Daily Trucking Service to
suburbs and towns within a
radius of fifty miles.

SPRINGFIELD, MASS.

Connecticut Valley Storage Warehouse Company

79 Page Blvd., Springfield, Mass.

General Merchandise Storage

"We specialize in service."

Our service includes everything that a manufacturer, distributor, broker or agent
desires for himself or his customers.

B. & A. R. R. Siding—New Haven and B. & M. Connections
Reference—Any Springfield Bank.

SPRINGFIELD, MASS.

E. G. Mooney, Pres. J. W. Cunnell, V.-Pres.

Hartford Despatch and Warehouse Co.

88 Birnie Avenue

STORAGE AND DISTRIBUTION SERVICE WITHIN 150-MILE
RADIUS. SPECIAL FACILITIES FOR STORING, MOVING
PACKING AND SHIPPING OF HOUSEHOLD EFFECTS.
ALSO WAREHOUSES AT BRIDGEPORT AND HARTFORD
CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.V.L.

DETROIT, MICH.

We Have Doubled Our Facilities
and Doubled Our Service . . .



Two great storage and distributing systems
have been merged to increase their usefulness
in the warehouse field.

Central Detroit Warehouse

Located in the heart of the wholesale and jobbing
district, within a half-mile of all freight terminals.
Modern buildings, lowest insurance rate in city.

Michigan Terminal Warehouses

Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered,
serving the west side of Detroit and the City of
Dearborn. Specializing in heavy and light package
merchandise and liquid commodities in bulk. Connected
directly with every railroad entering the city.

CENTRAL DETROIT WAREHOUSE CO.

Fort and Tenth Streets, Detroit, Mich.

DETROIT, MICH.

**FEDERAL
WAREHOUSE COMPANY**

Personal Service that is different
Pool car distribution by our own trucks
Lafayette 1157-1135 Try us and be convinced

DETROIT, MICH.

Henry & Schram Storage &
Trucking Company

"The Warehouse of Service"

Merchandise Storage—General Trucking

Car Load Distribution

Private Siding on

Wabash—Canadian Pacific—Pennsylvania
Pere Marquette Railways

Cartage Agents Wabash and Canadian Pacific Railways

"Your Interests Are Always Ours"

1941-63 W. Fort Street Detroit, Michigan

The Men Who Distribute
Linde Air Products

Read **DISTRIBUTION & WAREHOUSING**
and consult the Directory of Warehouses

The Men Who Distribute

American Crayons

Read **DISTRIBUTION AND WAREHOUSING**
and consult the Directory of Warehouses

MICHIGAN**DIRECTORY OF WAREHOUSES***Distribution and Warehousing
August, 1934***DETROIT, MICH.**

Ferry Ave., E. and Grand Trunk Railway

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New Ultra-Modern Plant	Trunk Line Terminal Complete Service
Continent-wide Connections	

DETROIT, MICH.

John F. Ivory Stge. Co., Inc.
MOVING—PACKING—SHIPPING
STORAGE—PRIVATE SIDING
6554 Hamilton Ave., Detroit, Mich.

DETROIT, MICH.

**JEFFERSON
TERMINAL WAREHOUSE**
Detroit 1900 E. Jefferson Ave. Michigan
MERCHANDISE WAREHOUSING
and DISTRIBUTION

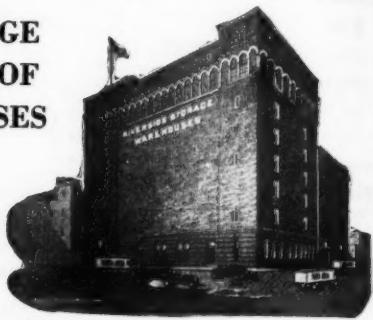
Our reinforced concrete building, centrally located, assures very prompt delivery of goods to our patrons' customers. Desirable offices for rent. Quick service on pool cars. Prompt reshipments and city deliveries by our own motor trucks.

DETROIT, MICH.

WAYNE WAREHOUSE CO.
1965 Porter St.
Detroit, Mich.
 We operate a recently constructed, modern type warehouse in the downtown, wholesale section. Private siding on the Michigan Central. Every facility for prompt, accurate distribution of general merchandise accounts. Send your inquiries to attention of O. E. Speck, General Manager
Member of Distribution Service, Inc.

DETROIT, MICH.

James D. Dunn, President and Treasurer

**FOUR LARGE
FIRE - PROOF
WAREHOUSES****STORAGE
PACKING
SHIPPING****Household Goods****"SERVICE WITH SECURITY"***Located in the heart of the jobbing district*

We solicit the careful handling and warehousing of special merchandise accounts such as Refrigerators, Vacuum and Radio Equipment, Washing and Ironing Machines, Drugs and Toilet Supplies and package goods of every kind.

Personal service guaranteed. Let us represent your interests in Detroit.

RIVERSIDE STORAGE AND CARTAGE CO.
Cass and Congress Sts.
Detroit, Mich.

Member: NFWA—AWAm—MichPWA—MichWA—DFWA

FLINT, MICH.

CENTRAL WAREHOUSE CO.
WATER AND SMITH STS.
COMPLETE WAREHOUSING SERVICE
SPRINKLERED RISK G. T. TRACKAGE

GRAND RAPIDS, MICH.

A COMPLETE WAREHOUSING AND
 DISTRIBUTING SERVICE

COLUMBIAN STORAGE & TRANSFER CO.

*Approximately 75% of All Commercial Storage
in Grand Rapids Handled Thru Columbian*

KALAMAZOO, MICH.

THE LARGEST MERCHANDISE WAREHOUSE
 IN SOUTHWESTERN MICHIGAN
 Private Siding. Free Switching Service.
 Moving—Packing—Storage

NATIONAL STORAGE COMPANY

Fireproof Warehouse
301-311 EAST WATER ST.
KALAMAZOO, MICH.

LANSING, MICH.**"Center of Michigan"
FIREPROOF STORAGE CO.**

H. H. HARDY, Manager
SERVICE—SAFETY—SATISFACTION—GUARANTEED
MOVE—PACK—CRATE—TRANSFER
FIREPROOF WAREHOUSE—PRIVATE SIDING
Merchandise Storage—Pool Car Distribution
Member of A. W. A.

LANSING, MICH.

LANSING STORAGE COMPANY

The only modern fireproof warehouse in Lansing exclusively for household storage.

RUG—TRUNK—SILVER VAULTS

WE KNOW HOW

440 No. Washington Ave.

(Member of Allied Van Lines, Inc.)



PONTIAC, MICH.

GAUKLER FIREPROOF STORAGE CO.

Moving, storing, packing and shipping of household goods
9-11 ORCHARD LAKE AVE.

Operated in conjunction with

PONTIAC CARTAGE COMPANY

359 S. JESSIE ST. AT G. T. R. R.

Merchandise distribution and warehousing
Fireproof warehouse—Office space—Private siding

SAGINAW, MICH.

CENTRAL WAREHOUSE CO.

GENERAL WAREHOUSEMEN AND FORWARDERS

MERCHANDISE DISTRIBUTION

SPRINKLER SYSTEM

Private Sidings M. C. R. R.

SAGINAW, MICH. Office
N. Michigan Ave.

DULUTH, MINN.

McDOUGALL TERMINAL and COLD STORAGE CO.

DULUTH, MINN.

THE GATEWAY TO THE NORTHWEST



Cold
Storage

General
Merchandise

POOL CAR DISTRIBUTION
LOCATED IN THE HEART OF THE JOBBING DISTRICT
LOW INSURANCE RATE

R. D. ALWORTH, Pres. B. E. HALGREN, Gen. Mgr.

MINNEAPOLIS, MINN.

Established 1880

CAMERON

TRANSFER & STORAGE CO.

734-758 Fourth St. No.

Conveniently located on CB&Q & GN Ry. tracks.
Local and long distance motor truck service.

MINNEAPOLIS, MINN.

In Minneapolis—

Minneapolis Terminal Warehouse Company
provides complete storage and distribution services for the Northwest
market for many of the largest national distributors.

In St. Paul and Minnesota Transfer—

St. Paul Terminal Warehouse Company
offers identical services and facilities under the same management.
We invite your inquiries.

The Men Who Distribute

Oxford Paper

Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

MINNEAPOLIS, MINN.

KEDNEY
WAREHOUSE COMPANY

Complete Distribution Service

• MINNEAPOLIS

617 Washington Ave., N.

Operating 200,000 square feet of modern, low insurance rate space. Protected by A.D.T. fire alarm system. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.

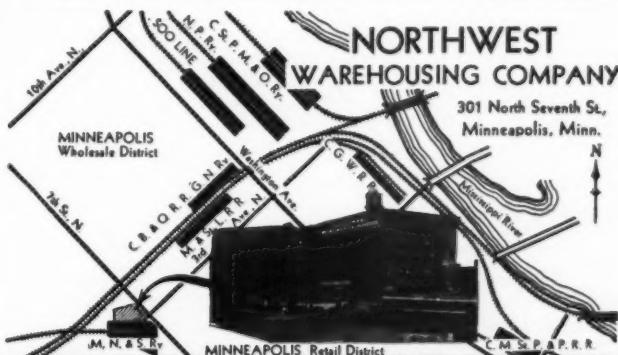


• ST. PAUL

8th & Johns St.

Operating 150,000 square feet of modern reinforced concrete space, with sprinkler protection. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.

ST. PAUL, MINN.



Here you get close to MINNEAPOLIS Buyers

MINNEAPOLIS, MINN.

The Northwestern

TERMINAL

PUBLIC BONDED WAREHOUSE

WITH COMPLETE FACILITIES

OPERATING OFFICE: 600 Stinson Boulevard, Minneapolis, Minn.

Members, Minn. W.A.

MOORHEAD, MINN.

"Service That Satisfies"

MOORHEAD
STORAGE AND TRANSFER CO.

(Operated by Leonard, Crosette & Riley, Inc.)

A complete merchandise and pool car distribution Warehouse. Bonded. Steam heat and sprinkler system throughout entire building. On main line G. N. & N. P. Railways, our own private Terminals. Lowest insurance rates any storage warehouse in the Northwest.

ROCHESTER, MINN.

Carey Transfer & Storage

903 6th St., N. W.

SB. Warehouse: (MDSE & HHG). City and interurban delivery of Merchandise. Movers, packers, shippers and manufacturers' distributors. Motor van service. Assoc. AWA MinnWA.

ST. PAUL, MINN.

CENTRAL WAREHOUSE COMPANY
SAINT PAUL-MINNEAPOLIS

At the junction of nine railroads where one stock serves the Twin Cities and Northwest. L. C. L. shipping without carting. Twenty warehouses. Five miles of trackage. Served by our own electric locomotive.

MERCHANDISE STORAGE**DISTRIBUTION****COLD STORAGE**

\$2,000,000.00 investment. \$50,000.00 bond. Shipping station—Minn. Transfer, Minn.

Represented by

DISTRIBUTION SERVICE, INC.

100 Broad St. NEW YORK CITY 445 W. Erie St. CHICAGO 625 Third St. SAN FRANCISCO
Phone Bowling Green 9-9988 Phone Sup. 7180 Phone Sutter 3461

An Association of Good Warehouses
Located at Strategic Distribution Centers

ST. PAUL, MINN.

In St. Paul and Minnesota Transfer

St. Paul Terminal Warehouse Company
provides complete storage and distribution services for the Northwest market for many of the largest national distributors.

In Minneapolis

Minneapolis Terminal Warehouse Company
offers identical services and facilities under the same management.
We invite your inquiries.

JACKSON, MISS.

**RICKS STORAGE CO.**

BONDED WAREHOUSEMEN

Complete Warehouse Facilities for Storage and Distribution

MERCHANDISE

Experienced Organization and Equipment for
MOVING, PACKING AND STORING
HOUSEHOLD GOODSModern Buildings, Sprinklered, Private Siding ICRR Co.,
Low Insurance Rate

MOTOR TRUCK SERVICE

VICKSBURG, MISS.

We have the facilities for serving you and your trade to the best possible advantage.

Z. B. SCHWARZ & CO.

VICKSBURG, MISSISSIPPI

THE CENTRAL DISTRIBUTING POINT FOR MISSISSIPPI AND LOUISIANA
MODERN, SPRINKLERED WAREHOUSE—MOTOR FREIGHT DEPOT—
BONDED, INSURED TRUCK SERVICE

Pool Cars a Specialty—Maximum Service at Minimum Cost

JOPLIN, MO.

Tonnie's Transfer & Storage Co.

1027-41 Virginia Ave. Joplin, Mo.

Distribution and storage of merchandise
Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates
PACKING—STORAGE—SHIPPING

The Men Who Distribute

Squibb's Products

Read **DISTRIBUTION & WAREHOUSING**
and consult the Directory of Warehouses

KANSAS CITY, MO.

In Kansas City

A-B-C FIREPROOF WAREHOUSE CO.

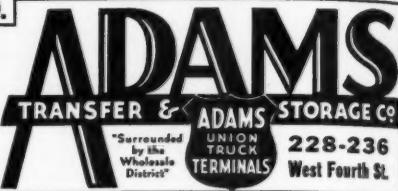
Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

Three Fireproof
Constructed WarehousesAgents
Allied Van Lines, Inc.

KANSAS CITY, MO.

MERCHANDISE STORAGE
LOW INSURANCE RATES
POOL CARS DISTRIBUTED
FREIGHT FORWARDERS
AND DISTRIBUTORS
DAILY TRUCK SERVICE
to ENTIRE SOUTHWEST

MEMBER OF
American Chain of Warehouses
American Warehousemen's
Association • Traffic Club
Chamber of Commerce



KANSAS CITY, MO.

CENTRAL STORAGE CO.

PROVIDES

"Kansas City's Best Warehouse Service"
PACKAGE STORAGE—OFFICE SPACE—SPACE LEASES—
TRUCK DELIVERIES—POOL CARS DISTRIBUTED—
LOW INSURANCE

Main Office and Plant—1427 West 9th St.
In Center of Wholesale and Freight House District

KANSAS CITY, MO.

Financing

CROOKS TERMINAL WAREHOUSES

"Kansas City's Finest Warehouses"

LOWEST INSURANCE RATES
BEST RAILROAD FACILITIES
IN THE HEART OF THE FREIGHT
HOUSE AND WHOLESALE DISTRICT

Operating
Brokers' Warehouse, Security Warehouse, Terminal
Warehouse

KANSAS CITY, MO.

MONARCH STORAGE

DAN P. BRAY, Pres.

Main Office
1818 E. 31st St.Branch Office
39th & Main

Member of Mayflower Warehousemen's Association

KANSAS CITY, MO.

W. E. Murray Transfer & Storage Co.

Modern Fireproof Warehouse with private siding on terminal tracks connecting all Railroads.
Distribution and Storage Merchandise and H. H. Goods.
Pool Cars Promptly Handled and Reports Mailed in.
Motor Truck Service, City and Interurban.

LOWEST INSURANCE RATE IN KANSAS CITY
2015-17 Grand Ave. Kansas City, Mo.

KANSAS CITY, MO.

THE ONLY WAY TRANSFER & WAREHOUSE COMPANY

Merchandise Storage and Drayage Parcel Post Forwarders
Storage and Drayage Track connections with all
Pool Car Distributors railroads.

In the heart of the Freight House and Wholesale District
"30 years of continuous service"

The Men Who Distribute

Nestle's Food

Read **DISTRIBUTION & WAREHOUSING**
and consult the Directory of Warehouses

KANSAS CITY, MO.

RADIAL WAREHOUSE COMPANY

POOL CAR

Shipments Forwarded Without Drayage Charge

MERCHANDISE

Storage and Distribution

We solicit your business and offer you SERVICE that is satisfactory at all times.

KANSAS CITY, MO.

The H. H. SMITH STORAGE CO., Inc.

1015-19 MULBERRY ST.

General Merchandise Storage and Distribution

Office and Loft Space to Lease

Private Sidings—CBQ—U.P.Rys.

KANSAS CITY, MO.

UNITED WAREHOUSE CO.

Merchandise Warehouses

at TWO BIG

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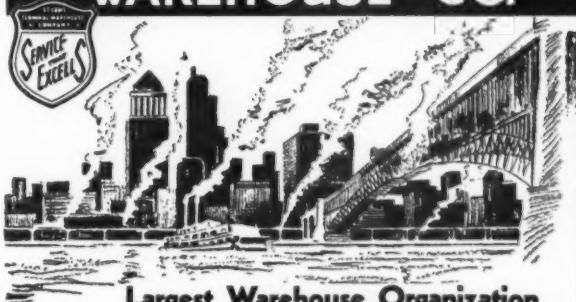
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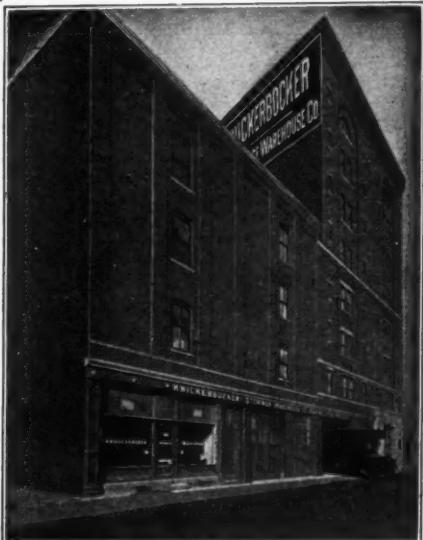
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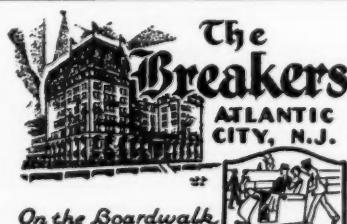
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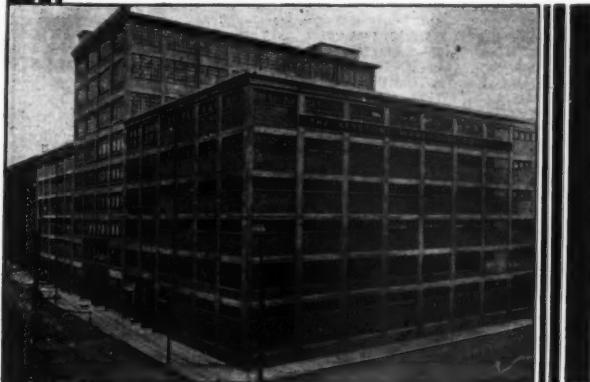
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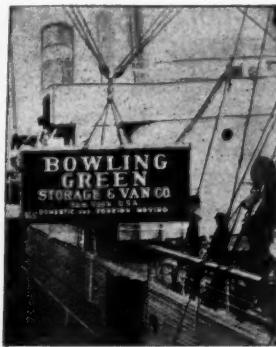
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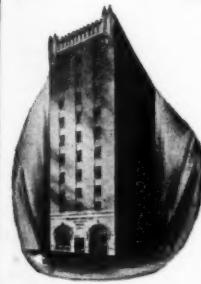
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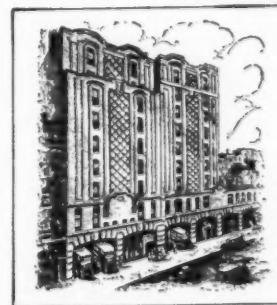
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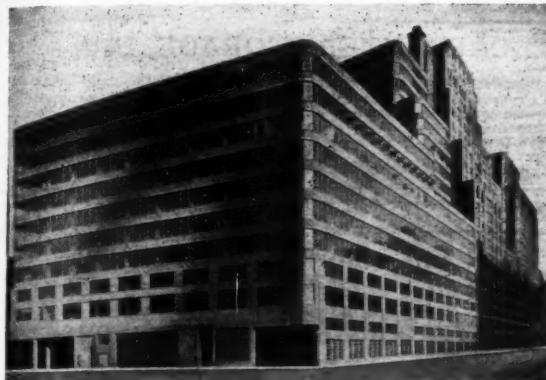
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YOUNG'S FIREPROOF WAREHOUSE

Motor Truck Service for Western New York State
Daily schedules between Buffalo, Niagara Falls,
Lockport and Tonawanda
DISTRIBUTING AND WAREHOUSING
ALL CLASSES OF MERCHANDISE
HOUSEHOLD GOODS—AUTOS
Private R. R. Siding
Members N. F. W. A. Pool-Car Service

ROCHESTER, N. Y.

George M. Clancy Carting Co., Inc.

Storage Warehouse
55-55 Railroad Street
General Merchandise Storage . Distribution
Household Goods Storage . Shipping
Pool Cars Distributed and Reshipped
Direct R. R. Siding N. Y. Central
in the Center of Rochester

ROCHESTER, N. Y.

"In the Heart of Rochester"

MERCHANDISE STORAGE—TRUCKING—DISTRIBUTION

Manufacturers Branch House Service
Fully Sprinklered
Private Siding
Prompt Efficient Service
EXCHANGE WAREHOUSE CO., INC.
372-378 EXCHANGE ST. ROCHESTER, N. Y.

ROCHESTER, N. Y.

Established 1823

Storage of Automobiles and General Merchandise
N. Y. C. R. R. 10 Car Capacity, Private Siding
Pool Car Distribution Motor Service
Heated Throughout Sprinklered Low Insurance Rate

MONROE WAREHOUSE COMPANY, Inc.
Offices: 1044 University Ave.
Member of A. W. A.

ROCHESTER, N. Y.

ROCHESTER STORAGE WAREHOUSES, Inc.

26 N. Washington St.
MERCHANDISE STORAGE . DISTRIBUTION AND
FORWARDING . STORE DOOR DELIVERY

SCHENECTADY, N. Y.

Schenectady Storage and Trucking

McCormack Highway

Transportation

Offices: 160 Erie Blvd.

General Merchandise Storage and Distribution
Pool Car Distribution Household Goods
Storage and Moving Long Distance Trucking



SYRACUSE, N. Y.



Flagg Storage Warehouse Co.

Fireproof Throughout

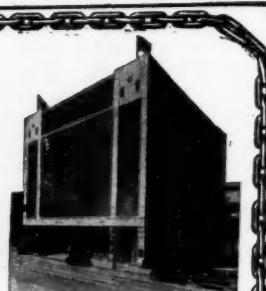
SYRACUSE, N. Y.

Protected by Automatic Sprinkler

Consign your Household Goods Shipments in our care
MOVING — STORAGE — PACKING — SHIPPING
Mdse. Storage Pool Cars Handled

Private Siding

SYRACUSE, N. Y.

A Sales PLUS in
New York StateSelling in New York State
is easier and more profit-
able when you offer your
customers the complete
service available through
our modern warehouse.
Write for money-saving
suggestions.Member AWA, ACW
NFWA, AVL

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DISTRIBUTION KING STORAGE
SINCE 1897

MERCANDISE

HOUSEHOLD
GOODSMOTOR FRT.
STORE DOOR
DELIVERYMEMBERS
A.W.A. N.F.W.A.
AGT. A.V.L.

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WASHINGTON STORAGE, INC.

17 NO. WASHINGTON ST.

Operated by

J. H. EVANS & SONS, INC.

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Member of N. Y. F. W. A.—N. Y. S. W. A.

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For Complete Warehouse Service in Troy

William Lee & Co.

Estate of Wm. H. Lanigan

421-423-425 RIVER ST.

Household Goods, Storage, Packing,
Shipping—Pool Cars Distributed

Fleet of Motor Vans for Local and Long Distance Work

UTICA, N. Y.

Broad Street Warehouse Corporation

Broad & Mohawk Sts., Utica, N. Y.

MODERN STORAGE WAREHOUSE

100,000 Sq. Ft. of Floor Space. Private Siding. Low Insurance Rates.
Sprinklered and Heated. Private Offices for Manufacturers' Representa-
tives.

Modern Facilities for

STORAGE - PACKING - DISTRIBUTION - FORWARDING
Of Merchandise, Automobiles, Household Goods
"IN THE HEART OF NEW YORK STATE"

UTICA, N. Y.

Jones-Clark Trucking & Storage Co.

of Utica, N. Y.

The Heart of New York State and natural distributing
point. "Jones of Utica" has distributed Merchandise
and Household Goods for 25 years. Every
modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

WHITE PLAINS, N. Y.

CARPENTER STORAGE, INC.

Also serving

Tarrytown
Scarsdale
Hartsdale
Mamaroneck
Port Chester
Larchmont

107-121 Brookfield St.

One of the most modern and best equipped
Storage Warehouses in Westchester.
Household Goods Exclusively
Low Insurance Rate
Packing—Crating—Shipping
Members N.Y.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co.
3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in West-
chester County—serving entire county.

BURLINGTON, N. C.

Barnwell Warehouse & Brokerage Co.

Burlington, N. C.

Located in the heart of the Piedmont section of North Carolina.
Distributing trucks going to practically all points in the State daily.

CHARLOTTE, N.C.

AMERICAN STORAGE & WAREHOUSE CO.
CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 439-441 S. CEDAR ST.

MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED.
MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE
RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.
Household goods and merchandise.
Pool cars handled promptly. Motor Service.
Members A. W. A. and N. F. W. A.

CHARLOTTE, N.C.



MERCHANDISE STORAGE

Pool Car Distributors

Private Sidings

UNION STORAGE & WAREHOUSE CO., INC.

(BONDED)

1000-1008 West Morehead St. 20 Private Offices
Private Branch Exchange Insurance Rate 25c

MEMBER OF A.W.A.—MAY.W.A.—ALLIED DIST., INC.

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SOUTH ATLANTIC
BONDED WAREHOUSE CORPORATION

GREENSBORO, N. C.

Storage of Merchandise and Household Goods Distribu-
tion. Operating Union Motor Freight Terminal. Sprink-
ler System. Low Insurance.

Pool Cars Handled Promptly

Member of A.W.A., N.F.W.A.

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse
1121 South Front Street

Household Goods, Storage, Packing, Shipping
POOL CAR DISTRIBUTION MOTOR SERVICE
Use Private Siding—A. C. L. R. R.

FARGO, N. D.

Union Storage & Transfer Co., Fargo, N. D.
General Storage—Cold Storage—Household Goods

Established 1906

Four warehouse units, total of 180,500 sq. ft. floor space—two sprinkler equipped and two fireproof construction. Low insurance rates. Common storage, cold storage and household goods. Ship in our care for prompt and good service.

Office: No. 806-10 Northern Pacific Avenue
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Cotter-City View Storage Company

Main Office—70 Cherry Street

Concrete Warehouse located on B&O Railroad
1031 Swartz Ave.

Mill constructed building, sprinklered, low insurance. Local and long-distance cartage.

AKRON, OHIO

The KNICKERBOCKER
WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise
Fireproof Warehouse—Local and long distance moving.

CANTON, OHIO

CANTON STORAGE, INC.

FIREPROOF WAREHOUSES
MERCANDISE AND COLD STORAGE
U. S. GENERAL BONDED WAREHOUSE #3
U. S. CUSTOMS WAREHOUSE
POOL CAR DISTRIBUTORS
SHIP—PENNA.—B. AND O. OR W.L.E.

Subscribers to Merchandise Warehousing Trade Code. Certificate No. 34154

CINCINNATI, OHIO

THE BALTIMORE AND OHIO WAREHOUSE CO.

Operating large modern warehouses for the storage of general merchandise at Second and Smith Sts. and at Sixth and Baymiller Sts. Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice, etc., where a low temperature is maintained.

Special attention given to reshipping in L.C.L. lots the same day orders are received. Facilities for storage of Oils, Grease, Chemicals, and goods requiring cellar storage.

Low Insurance Rates. Sprinkler Systems.

FRED W. BERRY,
Manager and Treasurer.

CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO

CINCINNATI TERMINAL WAREHOUSE, INC.
Central Ave. and Augusta St.
MERCANDISE—STORAGE—DISTRIBUTION



Largest Most Modern Strictly Fireproof Warehouse in Ohio
7,500,000 cu. ft. General Storage—1,500,000 cu. ft. Cold Storage

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
—Storage

N. W. Corner Pearl and Plum
Merchandise Storage
Penn. R.R. Siding
Pool Cars
Inter-City Truck Depot



CINCINNATI, OHIO

The Fred Pagels Storage Co.

937 West 8th St.

Reliable Dependable

Near all railroads entering Cincinnati. Serve all suburbs.
Member NFWA-OWA

CLEVELAND, OHIO

Mercantile Storage and General Trucking

Bulk Oil Storage, 125,000 Gallons. Low Insurance. Sprinkler System. Private Siding on C. C. C. & St. L. R. R. Pool Cars for Distribution. Motor Truck Service.

THE CURTIS BROS. TRANSFER COMPANY
Cleveland, Ohio
Member of A. W. A.

CLEVELAND, OHIO



Central Viaduct and West 14th St.

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
Plant

Trunk Line
Terminal
Complete Services

Continent-wide Connections

CLEVELAND, OHIO

MEMBERS A.W.A. O.W.A.
LEDERER SERVICE TERMINAL
BUILD BETTER BUSINESS

MERCANTILE, WAREHOUSING AND DISTRIBUTING
West 21st St. Whse. Private Hauling Mutual Freight Ry.
East 21st St. Whse.
Private Siding Erie Ry.
In Northern Ohio Field Terminal Area

OHIO**DIRECTORY OF WAREHOUSES**Distribution and Warehousing
August, 1934**CLEVELAND, OHIO****DIRECT FROM FREIGHT CARS**

SHIPMENTS to Cleveland, consigned to The Lincoln Storage Company over any railroad entering the city, can be handled from freight car direct to our loading platform. Carload shipments to our private siding, 11201 Cedar Ave., on the N. Y. C. Belt Line, connecting with all R.R.s entering Cleveland; L. C. L.-Penna, Euclid Ave. Sta. adjoining Euclid Ave. warehouse; other R.R.s. to Cleveland, Ohio.



LINCOLN STORAGE
Geo. A. Rutherford, Pres. W. R. Thomas, Vice-Pres.

5700 Euclid Ave.

CLEVELAND 11201 Cedar Ave.

CLEVELAND, OHIO

Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

* Operating the Cleveland Bonded Warehouses, Inc.

**THE ONLY
ORGANIZATION**

in Greater Cleveland equipped to give you "City Wide Service."
Eight modern warehouses . . . conveniently located.

May we serve you?

**The NEAL
STORAGE COMPANY**
CLEVELAND OHIO

CLEVELAND, OHIO**RAILWAY
WAREHOUSES, INC.**

CREATING A NEW DEAL FOR DISTRIBUTORS
2540 CROTON AVE. S. E. CLEVELAND, OHIO

COLUMBUS, OHIO

MEMBERS: O.W.A.

Columbus Terminal Warehouse Co.

MERCHANDISE STORAGE
AND
POOL CAR DISTRIBUTION
STORE DELIVERY

COLUMBUS, OHIO**FIREPROOF STORAGE**

COLUMBUS WAREHOUSES, Inc.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE
MOST CENTRAL WAREHOUSE—3 BLOCKS OF
CENTER DOWNTOWN DISTRICT
POOL CAR DISTRIBUTION
PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES
228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO**COLUMBUS**

The Merchandise Warehouse Co. In the Center of the Nation
Ready to serve you, Efficiently, Economically, Intelligent, with the kind of service you have a right to expect from your warehouse.
THE MERCHANDISE WAREHOUSE CO. 370 W. Broad St., Columbus, Ohio
Member—American Chain of Warehouses

COLUMBUS, OHIO

MERCHANDISE STORAGE
and DISTRIBUTION



THE NEILSTON WAREHOUSE CO.

LOW INSURANCE E

MARION, OHIO**MERCHANTS TRANSFER COMPANY**

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of Merchandise. Motor Vans for Local and Long Distance Moving. Storage for Household Goods and Machinery. Packing and Shipping. Private Siding New York Central Lines.

MEMBER MAY. W. A.

MARION, OHIO**WRIGHT
TRANSFER & STORAGE CO.**

EST. 1888

MERCHANDISE—HOUSEHOLD GOODS
Wright Service to Meet Your Requirements.
Member of N.F.W.A.—O.W.A.

MIDDLETOWN, OHIO

Pres. & Gen. Mgr. A. Jackson

THE JACKSON & SONS CO.

Main Office, 1901 Manchester Ave.

Phones 1207 and 1208

Furniture Warehousing—Local and Long Distance Moving and Contract Hauling—Operating Daily from Cincinnati to Chicago, Pittsburgh, Charleston, W. Va., and many points.

SPRINGFIELD, OHIO**WAGNER WAREHOUSE
CORPORATION**

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

STEUBENVILLE, OHIO

Z. L. TRAVIS, Pres. and Gen. Mgr.

Z. L. Travis Co.

311 North 6th St.

Modern Fireproof Warehouses—29,000 Sq. Feet
Reinforced Concrete

Household Goods Packed,
Shipped and Stored

Distribute Household
Goods and Merchandise,
Pool Cars, Long
Distance Moving.

Consign C. L. Shipments
P. C. C. &
St. L.

Members:
N.F.W.A.—O.W.A.

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GREAT LAKES TERMINAL WAREHOUSE CO.
of Toledo
355 Morris Street

General Merchandise, Cold Storage and Distribution
U. S. Custom Bonded Warehouse, Storage in Bond
Store Door Delivery Complete Service
Private Siding New York Central and B. & O. R. R.
Member American Chain of Warehouses

TOLEDO, OHIO

TOLEDO TERMINAL WAREHOUSE, INC.
128-138 Vance St.

Merchandise Storage and Distribution
Excellent Service
Member A. W. A.

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.—T. S. W.

Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.

General Warehousing and Distribution



MOTOR
TRUCKS
& TEAMING

HOUSEHOLD
GOODS

MERCHANDISE

MEMBERS
N.F.W.A., A.W.A.,
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Bonded Under State Law

Oklahoma Bonded Warehouse Company
Merchandise Warehousing
Pool Car Distribution

Free Switching
Private Trackage
P. O. Box 1222

50,000 Sq. Ft.
Floor Space.
Fireproof

OKLAHOMA CITY, OKLA.



TULSA, OKLA.

Federal Storage Company

GENERAL WAREHOUSING & DISTRIBUTION
CLOSE TO RETAIL DISTRICT
LOW INSURANCE SPRINKLER SYSTEM
MEMBERS—A.W.A., N.F.W.A., T.S.W.T.A.

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Joe Hodges Fireproof Warehouse
Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.
Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouses

TULSA, OKLA.

TULSA TERMINAL
STORAGE AND TRANSFER CO.

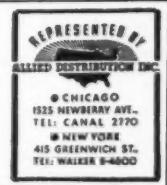


FINANCING
GENERAL STORAGE AND DISTRIBUTION
OKLAHOMA'S LEADING WAREHOUSE
MEMBERS A.W.A., N.F.W.A., T.S.W., Associated Wholes., Inc.

PORLAND, ORE.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses
Licensed under the U. S. Warehouse Act
Merchandise, Storage and Distribution
Private Siding Free Switching Sprinklered
1132 N. W. GLISAN STREET



PORLAND, ORE.

HOLMAN TRANSFER CO.

480 HOYT STREET

General Merchandise Storage and Distribution

Private Siding All Railroads Entering Portland
Located in the center of wholesale and jobbing district.

POOL CAR DISTRIBUTION
A SPECIALTY

Member A. W. A.—Amer. Chain.
Established 1864

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J. H. CUMMINGS, Pres.
MERCHANTISE STORAGE & WAREHOUSING

Northwestern Transfer Co.

General Forwarding Agents
SPECIAL ATTENTION GIVEN TO POOL CARS
Our private siding is served by all railroads
175 15th St., North, PORTLAND, OREGON

PORLAND, ORE.

OREGON TRANSFER COMPANY
Established 1848

474 Glisan Street Portland, Oregon

U. S. BONDED and PUBLIC WAREHOUSES
Merchandise Storage and Distribution
Lowest Insurance Rates—Sprinkler Equipped

Member A. W. A.
Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

Rudie Wilhelm, Pres.

RUDIE WILHELM WAREHOUSE CO.

70,000 Sq. Ft. Fireproof Concrete Storage Space

ADT Automatic Sprinkled System

Household Goods and Merchandise Distribution

Portland Commercial Agents: Judson Fr't Fw'd'g Co.

ALLENTOWN, PA.
BETHLEHEM, PA.500,000 CU. FT. COLD
STORAGE
200,000 SQ. FT. DRY
& HOUSEHOLD
STORAGE

LEHIGH AND NEW ENGLAND TERMINAL WAREHOUSE COMPANY

15th Avenue, North of Broad St., Bethlehem, Pa.

ERIE, PA.

Erie Storage & Carting Co.

1502 Sassafras St., Erie, Pa.

MOVING—PACKING—SHIPPING—STORAGE

Warehouse in the center of the city, with trackage from N. Y. Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of household goods and merchandise. Branch house service for manufacturers. Members of N.F.W.A.—P.F.W.A.—Rotary and Kiwanis Clubs

HARRISBURG, PA.

"Transportation Specialists"

CENTRAL STORAGE & TRANSFER CO.

11th AND STATE ST.

Pool Car Distribution Specialists.

Fleet of 25 trucks for local and long distance delivery.
Hauling of all kinds.
Household Goods and General Merchandise.
Daily truck connections to points within 100 mile radius.
Largest trucking concern in Central Pennsylvania.

HARRISBURG, PA.

Pool Cars

Efficiently
Handled

Merchandise and Household Goods Storage

HARRISBURG STORAGE CO.

P. R. R. Sidings

HARRISBURG, PA.

American Warehousemen's Association, National Furniture Warehousemen's Association, Penna. Furniture Warehousemen's Association

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE

FIREPROOF STORAGE WAREHOUSE

Household Goods Storage, Packing, Shipping

Merchandise Storage and Distribution

Pool Cars Distributed. Local and Long Distance Hauling

Members of N. F. W. A.



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DIRECTORY OF WAREHOUSES

LANCASTER, PA.

Keystone Express & Storage Co.

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE

Siding on P. R. R. and P. & R.

LANCASTER, PA.

Lancaster Storage Co.

Lancaster, Pa.

Merchandise Storage, Household Goods, Transferring, Forwarding

Manufacturer's Distributors, Carload Distribution
Local and Long Distance Moving
Railroad Sidings

Members P.F.W.A. P.S.W.A.

NEW CASTLE, PA.

Keystone-Lawrence Transfer & Storage Co.

Packing, Crating, Storage and Shipping
of Household Goods

Merchandise distribution. Pool car shipments. Motor trucks for light and heavy hauling and long distance moving.

Members Penna. Whse. Assoc.

OIL CITY, PA.

CARNAHAN
Transfer and Storage

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty.

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ATLAS

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FIREPROOF DEPOSITORY

4015 Walnut Street

Member N. F. W. A., P. F. W. A. and U. S. & T. A.

WALTER E. SWEETING, President

PHILADELPHIA, PA.

Est. over 40 years.

FENTON STORAGE CO.

Absolutely Fireproof

46th and Girard Ave.

Cable Address "Fence"

P. R. R. Siding

Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.

H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Treas.

LEAH ABBOTT, Secy.

Bus type vans for speed delivery anywhere. We distribute pool cars of household goods. Prompt remittance.

Asses. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

PHILADELPHIA, PA.

13 Warehouses 68 Acres of Floor Space
Trackage Facilities for 143 Cars. Reading R. R. Sea and Rail
Penn. R. R.



LOCATION—On river front—Heart of jobbing district—Adjacent to navigation lines—Surrounding streets, wide and well paved, eliminate vehicular congestion.

EQUIPMENT—Thoroughly modern—Low insurance—High speed elevators—Ample delivery platforms—Fleet of motor trucks—Completely equipped pool car departments.

FACILITIES—Direct track connection with Penn. R. R. and Reading R. R. permitting daily ferry or trap car service—No cartage expense on L. C. L. shipments. PERSONNEL—Trained to intelligently handle all merchandise.

TERMINAL WAREHOUSE COMPANY

Delaware Ave. and Fairmount

Members—A. W. A., Distribution Service, Inc., N. F. W. A., Pa. F. W. A.

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DISTRIBUTION SERVICE, INC.

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An Association of Good Warehouses Located at Strategic Distribution Centers

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GALLAGHER'S WAREHOUSES

Executive Offices—50 So. 3rd St.

General Merchandise Storage and Distribution

U. S. Bonded and Free Stores

Carload Distribution

Direct Railroad Sidings: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for
city and suburban deliveries

PITTSBURGH, PA.

1,750,000 Cubic Feet of Storage Space

Warehouse with Penna. R. R. siding for Merchandise
Large fleet of Local and Long Distance Vans. Expert packers and
handlers. Let us serve you!

Haugh and Keenan Storage & Transfer Co.

Offices and Warehouses, Centre and Euclid Aves., Pittsburgh, Penna.

Member A. W. A.—N. F. W. A.

PHILADELPHIA, PA.

BUELL G. MILLER, President

MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member N.F.W.A., P.F.W.A., P.M.T.A., Con. S. & T.

PITTSBURGH, PA.

"33 Years of Service"

Merchandise

Warehouses
Sprinkler Protected

Distributors
Penna. R. R. Siding

Kirby Transfer & Storage Co.

2538 Smallman St.

Pittsburgh, Pa.

PITTSBURGH, PA.

THOMAS WHITE, Owner and Manager

IN THE HEART OF PITTSBURGH JOBBING DISTRICT
WHITE TERMINAL CO.

17th & Pike Streets
Food Products
Merchandise

WAREHOUSING

PITTSBURGH, PA.
Pool Cars
Distributed

Also operating
WHITE MOTOR EXPRESS CO.

EST. 1918
TRUCKING SERVICE

PENNA. R.R. SIDING
L. C. L. TO P. R. R.—11TH ST.

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE

221 Vine St.

HOUSEHOLD STORAGE POOL CARS
MERCHANDISE STORAGE PACKING
LOCAL AND LONG DISTANCE MOVING
PRIVATE SIDING, D. L. & W. R. R.

The Men Who Distribute Simmons Medicines

Read DISTRIBUTION & WAREHOUSING
and consult the Directory of Warehouses

PENNSYLVANIA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
August, 1934

SCRANTON, PA.

THE QUACKENBUSH WAREHOUSE COMPANY
 219 Vine Street
 MERCHANDISE AND HOUSEHOLD GOODS STORAGE
 POOL CAR DISTRIBUTION
 D L & W and D & H Sidings
 Member of Allied Distribution, Inc.

UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors
KEYSTONE TRANSFER CO.
 31 EAST SOUTH ST.
 HOUSEHOLD GOODS PACKED, SHIPPED, STORED
 LONG DISTANCE MOVING
 Private Siding Pennsylvania R.R.

WILKES-BARRE, PA.

"Same Day Service"
MERCHANTS WAREHOUSING COMPANY
 Merchandise Storage and Pool cars checked.
 Central location and direct siding for 10 cars on L. V. and C. R. R.
 of N. J. sidings.
 Manufacturers' Distributors with facilities to handle large consignments.
 Offices: 150-156 E. Northampton Street

WILKES-BARRE, PA.

WILKES-BARRE WAREHOUSING CO.
 General Storage and Distribution
Prompt and Efficient Service
Milling-in-Transit and Pool Cars
 19-35 New Bennett St. Wilkes-Barre, Pa.

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WILLIAMSOPRT STORAGE CO.
 FIREPROOF BUILDING—416 FRANKLIN STREET
 P. R. R. SIDING
 MERCHANDISE STORAGE and DISTRIBUTION
 HOUSEHOLD GOODS—DRAYAGE
 IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R.I.

Terminal Warehouse Company of R. I., Inc.
 Storage all kinds of General Merchandise, Pool Car
 Distribution. Lowest Insurance.
 Trackage facilities 50 cars. Dockage facilities on
 deep water.
 Shipping directions South Providence, R. I.

CHARLESTON, S.C.

Charleston Warehouse and Forwarding Co.
 Merchandise Storage and
 Distribution of Pool Cars
 Modern Concrete Warehouse. 100,000 Square Feet of Storage Space.
 Private Tracks Connecting with All Railroad and Steamship Lines.
 Motor Truck Service.
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 Fireproof Warehouse. Low Insurance.
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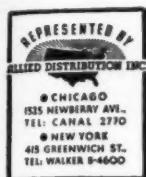
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Calumet Baking Powder

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and consult the Directory of Warehouses

Send no Postage • with • Your Inquiries!

The "What's New" department, for example, appearing in this issue on page 4, has always been a most prolific source for reader inquiries. The editorial department is using this page to acquaint truck operators with the latest trade literature, accessories, etc. Those who are interested have only to check the numbers on the coupon denoting the particular items wanted. We will then see that the manufacturer mails catalogs, prices, etc., direct.

Readers of Distribution and Warehousing are asked please not to send postage stamps with their requests for information or the many other services rendered by this publication. This is done quite frequently undoubtedly in appreciation of the aid that is rendered. Both the editorial and business departments of this magazine consider it a privilege to handle such requests at no expense to the reader. By sending stamps with inquiries only complicates matters, as it is always necessary to return them.

Not only does Distribution and Warehousing welcome inquiries of this kind, but it sincerely hopes that every reader will become interested in the advantages that such a service affords.

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